

JUN 12 1928

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THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIII

NEW YORK, JUNE 9, 1928

No. 23

BRYAN

The Great Commoner

By J. C. LONG

A lively biography of the most amazing and dramatic man in recent American politics, written in a brilliant, picturesque manner. It appears at a moment (June 9th) when the political conventions will launch it on a wave that will sweep the country. *Illustrated with contemporary cartoons and photographs.* \$3.50

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By *K. O. S. (Baroness Dombrowski)*. \$2.50.

Girls in Africa

By *Erick Berry*. \$2.00.

Prices subject to change on publication

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The Road to Cathay

By *Merriam Sherwood* and *Elmer Mantz*. \$3.50.

The Short Sword

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LENIN—the most outstanding figure of this generation, stronger than any man of the French Revolution! For twenty-three years a hunted fugitive, then dictator and social reformer whose policies have shaken the world and changed the stream of history. All the drama of this amazing story has been caught by Valeriu Marcu in this new style biography, the first full-length study of Lenin since death closed the last chapter of his remarkable career. *Illustrated \$5.00*

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By Valeriu Marcu

THE life of Madame Schumann-Heink reads like a romance from an old story book—another Cinderella who rose through early privations and struggles to success and fame on the concert and operatic stage. Mary Lawton has taken the events of this rich and varied life and made them into an absorbing narrative. *Illustrated \$5.00*

SHCUMANN-HEINK The Last of the Titans

By Mary Lawton

JOSEPH GOLLOMB, author of that best-selling mystery story of last spring, *The Portrait Invisible*, has another thriller for this fall. *Spies* is a different kind of book—truly amazing stories of great spies of history—packed with adventure, unbelievable cleverness and audacity—and such suspense as lies only in great intrigues. *\$2.50*

SPIES

A Book of Biographies

By Joseph Gollomb

THERE is a joyous, salty tang in this tale of adventure on the sea—the true story of an old sailor discovered in Hawaii by the author. John Cameron's *Odyssey* is filled with such experience as come only to men who follow the sea—storms, wrecks, sudden death, hungry months on a desert island, heathen rites, drunken traders, cannibals, rogues, Spanish dons, savage chiefs. It has all the suspense of a novel of adventure. *Illustrated \$5.00*

JOHN CAMERON'S ODYSSEY

By Andrew Farrell



John Cameron—Sailor

Prices subject to change on publication

THE MACMILLAN COMPANY

NEW YORK

Macmillan Fall List

ANOTHER sort of Big Parade—a pageant of American politics from the spacious days when Mark Hanna and Richard Croker were bandmasters on the political wagons, to Big Bill Thompson's current ballyhoo in Chicago. William Allen White has watched this gorgeous spectacle for forty years and has now written an appropriately gorgeous book about the dominant figures in the parade—Bryan, McKinley, Roosevelt, Platt, Taft, Harding, Al Smith, Calvin Coolidge, Harrison, Cleveland, Wilson. This is the big biography on the best biographical list we have ever published.

Illustrated \$5.00



A Contemporary Caricature of Richard Croker

MASKS IN A PAGEANT

By William Allen White

THE long, fruitful life of Thomas Hardy is ended; his work is now the heritage of the ages. His name is known wherever English literature is read. This biography, written by his wife from his own words and diaries, is a story of a great spirit whose outwardly quiet life was filled with great creative activity. Volume I will be published in October.

Illustrated \$5.00

THE LIFE OF THOMAS HARDY

By Florence Emily Hardy

THE last European monarch of the old school, and the epitome of all that it represented, is a truly fascinating person as depicted in this new biography by Joseph Redlich. The Emperor's extraordinary reign of sixty years was rich in historical events. The author has written a study worthy of the subject.

Illustrated \$5.00

FRANCIS JOSEPH OF AUSTRIA

By Joseph Redlich



Jubilee Jim as Balletmaster

NO more gaudy figure than Jim Fisk ever swaggered across the American scene. As peddler, showman, Civil War profiteer, speculator, manipulator of railways, co-conspirator with Jay Gould in the famous "Black Friday" scandal, corruptor of judges, impresario, and witty man-about-town, "Jubilee Jim" spun out the flashy melodrama of his life. The tale is told by Robert Fuller with the gusto which marked Jim Fisk's manner of living.

Illustrated \$5.00

JUBILEE JIM

The Life of Col. James Fisk, Jr.

By Robert H. Fuller

THE MACMILLAN COMPANY

NEW YORK

3 FORTUNES FOR

3 authors
1 publisher
ALL BOOKSELLERS

SPIDER BOY

By
CARL VAN VECHTEN

Ambrose Deacon's divert-
ing adventures among the
moving picture stars at
Hollywood.

August 15. \$2.50 net

Life and love in the post-
War world, in the great-
est story by the author of
Three Kingdoms.

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FAREWELL TO YOUTH

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STORM JAMESON

OLD PYBUS

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A book that is likely to
outsell *Sorrell and Son*,
and no less likely to live as
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All three will be featured in a lavish and spectacular joint display lithographed in thirteen colors, which you may have with a reasonable order and if you apply early enough. There will also be display advertising on a national scale, unlimited post cards, and every other assistance that I know how to furnish. Please coöperate by ordering early.



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Affairs—the Nation's, the World's

PROPHETS TRUE AND FALSE

By OSWALD GARRISON VILLARD

editor of *The Nation*

Incisive, shrewd, courageous political portraits of the men who will be in the limelight of the national conventions. A mine of new and often surprising information about Messrs. Hoover, Smith, Dawes, Lowden, Reed, and twenty others.
June 15. \$3.50 net

WE FIGHT FOR OIL

By LUDWELL DENNY

special editorial writer for the Scripps-Howard papers

The complete story, to date, of the international rivalry for domination of the world's petroleum supply—a rivalry with only two possible outcomes, a British-American alliance and a world war. This fully documented account, by a specialist in international politics and economics, will be in wide demand as the one trustworthy account of an issue on which hangs the peace of the world. July 6. \$3.00 net

The Best in Summer Reading

HER KNIGHT COMES RIDING

By JOHN V. A. WEAVER

author of "In American," co-author
of King Vidor's superb movie
The Crowd, etc.

The first novel of this popular author
—the story of Fanny, an office girl of
Manhattan. July 20. \$2.50 net

JAVA-JAVA

By BYRON STEEL

author of *O Rare Ben Jonson*

A novel gay as soap-bubbles, by a
twenty-one-year-old author whose
first book made him a national figure
at twenty.

July 6. \$2.50 net

COBWEB CASTLE

By J. S. FLETCHER

author of *The Middle Temple Murder*

June 15.

\$2.00 net

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The jolly windings

THE SON OF MAN

by Emil Ludwig

THE biographer of *Napoleon*, the man of war, now gives us the story of the Prince of Peace. Told in the words of a contemporary to whom the tremendous theological consequences of the life he describes were unknown, this book presents for the first time a real and intensely human Jesus. \$3.00

The Road to BUENOS AYRES

by Albert Londres

A VIVID and fearless exposé of the international white slave traffic. It has been praised by all critics. *Blair Niles* said: "A book of such integrity and penetration cannot fail to influence thought."—*N. Y. Herald Tribune*. Now in its third edition. A sensation in France. \$2.50

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Edited by
Manuel Komroff

THE entertaining accounts of great travelers who were contemporaries of Marco Polo. The texts are rare and of a most delightful quality. *Black and Gold Library*. Octavo. \$3.50

BOOJUM!

by Charles
Wertenbaker

THIS Odyssey of youth, carefree, gay and preoccupied with living, rather than solving world problems, has gusto, brilliance and an infectious spirit of liveliness. \$2.00

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Pulitzer Prize Play

STRANGE INTERLUDE

by Eugene O'Neill

"INTO this work he has poured his accumulation of dramaturgic skill, his increasing invention and all his wisdom of life . . . It is the story of woman and the glory of love and all miserable, beautiful, tangled and chaotic life, wrought out of an artistic experience and played upon by the brilliant lights of his deep-running mind."—*George Jean Nathan*. \$2.50

of a pleasant path

WHEN the wheat waves hit you don't get grouchy—take a calm, cool stroll through this literary garden. There are books here which will amuse and amaze you—others which will soothe and cheer you.

POEMS IN PRAISE OF PRACTICALLY NOTHING

by Samuel Hoffenstein

"If you value wit, felicity of phrasing, technical brilliance, sardonic lyricism and just plain fun, the book will be worth at least ten times what it cost you." —*Burton Rascoe*.

Sixth edition. \$2.00

SUNSET GUN

by Dorothy Parker

Author of *ENOUGH ROPE*

MORE sly lyrics about which the critics will soon begin to marshal such phrases as "exquisitely whimsical—uncorseted but not devoid of grace—ironically flippant—full of salty humor." \$2.00

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UNFORBIDDEN FRUIT

by Warner Fabian

LIFE to the modern college girl is a laboratory experiment and an engrossing adventure—but the formulas of law, custom and society count for nothing when they clash with her thirst for experience. The author of *Flaming Youth* has added a new type to his gallery of famous portraits. \$2.00

BUT GENTLEMEN MARRY BRUNETTES

by Anita Loos

"THE life of Dorothy," writes Lorelei, "is not going to be so much for girls to resemble as it is to give them a hint what they should stop doing." Hilariously funny—with many naughty eye-winks and 26 irresponsibly intimate illustrations by *Ralph Barton*. \$2.00

GEORGIE MAY

by Maxwell
Bodenheim

THE story of a courtesan living in the underworld of a southern city. This probing of her heart, soul and mind has never been excelled in American fiction—it is a portrait filled with pity and laughter, tears and irony—done without bitterness and with a tolerant understanding. \$2.00

MY LIFE

by Isadora Duncan

THOSE who have lightly picked up the book expecting to relish scandal have left it with a feeling of reverence for the courage, the frankness, the sheer human greatness it reveals. "Full of spirit and color and unquenchable fire—a fascinating and enthralling volume."—*Saturday Review of Literature*. Seventh edition, octavo, illustrated. \$5.00

This "ad" will appear in the following magazines for July: YALE REVIEW, ATLANTIC MONTHLY, AMERICAN MERCURY, SCRIBNER'S, HARPERS, BRENTANO'S BOOK CHAT, FORUM, NATION, VIRGINIA QUARTERLY REVIEW. It will have a circulation of over 600,000. Be prepared!

Wintersmoon
BY Hugh Walpole

DOUBLEDAY
DORAN

THE PLAINS
ABRAHAM
JAMES

There
are giants
— in
these
days!

AIR
BLE
BY
ARKINGTO
EN" AND "ALICE ADA

ASHE
THE BRIT
SOMERSE
OF "OF HUM

and the Beast
LEEN NORRIS
Barberry Bush





SOME books we publish as the first flights of new genius—some as enduring literature—still others (and these include many from the other two classes) as pre-ordained best-sellers. Looking back over our Spring List, we find a constant supply of best-sellers—more than one a month. *Claire Ambler, Wintersmoon, Ashenden, Lawrence and The Arabian Adventure, The Bellamy Trial, Count Luckner, Meet Mr. Mulliner, Sergeant Eadie, Beauty and the Beast, Pilgrims of the Impossible, The Plains of Abraham*—each one has sold from 15,000 to 100,000

and they're still on the best-seller lists.

Looking over our summer books, we find more to come. Margaret Pedler, Beatrice Burton, Ruby M. Ayres, Kathleen Norris, Rudyard Kipling, H. G. Wells, Leonard Nason, T. S. Stribling, William MacLeod Raine, Clemence Dane, P. G. Wodehouse—these are some of the established authors with sure sales. Here are our books for July, August, and September. These are the books our men are selling now. Look over the titles and keep this as a check list. Here is a chance to double your summer business. There are giants in these days!



Summer Novels

LIFE

PENELOPE'S WEB—The unwanted child grows up to fight for happiness—by *Harriet T. Comstock*, author of *Out of the Clay*. Aug. 10. \$2.

BRIGHT METAL—A sweeping novel of a Tennessee town, by the author of *Teeftallow*, T. S. Stribling.¹ Sept. 14. \$2.50

WHEN THEY LOVE—Maurice Baring's novel of a great passion, by the author of *C, Tinker's Leave*, etc. Sept. 14. \$2.50

GREEN WILLOW by *Ethel Mannin*—A story in which a tree and a mother's love were destiny. Sept. 28. \$2.

THE BABYONS—The Chronicle of a Family, a countryside legend dramatically told, in four parts, each a separate book. Sept. 21. \$5.



LOVE

BITTER HERITAGE by *Margaret Pedler*. A romance even more thrilling than *Red Ashes* and *Tomorrow's Tangle*, touching the brave strings of the finest emotions.² July 13. \$2

ELIZA FOR COMMON—A delightful story of a happy family by *O. Douglas*. July 20. \$2

THE LITTLE YELLOW HOUSE—"Home is where the heart is"—and this new novel by *Beatrice Burton* will make hearts beat faster in many thousands of homes.³ July 27. \$2

BROKEN—A lover whose vengeance was a boomerang—by *Ruby M. Ayres*. July 27. \$2

THE FOOLISH VIRGIN by *Kathleen Norris*. The greatest of all the novels by the author of *Barberry Bush* and *Beauty and the Beast*.⁴ Aug. 17. \$2

BROTHER AND BROTHER—Tells of love and sacrifice, by *Dorothy Van Doren*. Aug. 24. \$2

MADemoiselle DAHLIA by *Pamela Wynne*. What will a girl do for love? Sept. 21. \$2

¹TEEFTALLOW sold 40,000—and this is a better book.

²Margaret Pedler's best book—should sell forty to fifty thousand.

³The first \$2 novel by a writer with a huge following.

⁴Will easily sell 75,000. The best Norris in years.



SOPHISTICATED

EXTREMES MEET—Ironical, swift-moving, this novel disarms the Secret Service, by *Compton Mackenzie*. July 20. \$2.50

LADY IN MARBLE—Americans in Paris in a novel of love and marriage by *Robert E. McClure*.⁵ July 27. \$2.50

NETTLE HARVEST—A novel of beauty, fancy, and humor by *Sylvia Denys Hooke*. Aug. 17. \$2

LEW TYLER AND THE LADIES—Lew Tyler experiments with love—by *Wallace Irwin*. Aug. 24. \$2

MONEY FOR NOTHING—P. G. Wodehouse's funniest novel—by the author of *Leave It to Psmith*, *Meet Mr. Mulliner*, etc.⁶ Sept. 28. \$2

THE LADY OF STAINLESS RAIMENT—The story of a woman who stood above passion, by *Mathilde Eiker*, author of *Over the Boat-Side*. Sept. 21. \$2.50



ADVENTURE

THE LADY ZIA—Adventure and love in a land of romance—by *Patrick Wynnnton*. Aug. 10. \$2

MESQUITE JENKINS—Introducing Hopalong Cassidy's protege—by *Clarence E. Mulford*. Aug. 24. \$2

HERE COMES AN OLD SAILOR to tell a vivid tale of war from the time of King John, by *Alfred Tresidder Sheppard*. Sept. 7. \$2

KUBRICK THE OUTLAW—Siberian adventure by *Theodore A. and Winifred S. Harper*. Sept. 7. \$2

TEXAS MAN—by *William MacLeod Raine*—The greatest story yet by the author of *Colorado*.⁷ Sept. 14. \$2

THE DARK ISLAND—Undersea adventure, by *Charles Collins* and *Gene Markey*. Sept. 14. \$2

PRIESTS OF EVIL—A tale of Oriental mystery by "Ganpat." Sept. 21. \$2

GOLD—AND THE MOUNTED—*James B. Hendryx* writes a great new tale of the North. Sept. 28. \$2



IN BRIEF

THE FORTUNATE MARY by *Eleanor H. Porter*. The last and best stories by the author of *Pollyanna*. July 13. \$2

THE BOOK OF CATHERINE WELLS—Short stories of great distinction by the wife of H. G. Wells, with a long introduction by him. Aug. 24. \$2.50

THE TOP KICK by the author of *Chevrons*. New stories of the A. E. F. by *Leonard Nason*. Sept. 7. \$2

Hot Weather Poetry

LISTEN TO THE MOCKING BIRD—Light verse by *Stoddard King*. Sept. 28. \$1.50

CURSORY RHYMES by *Humbert Wolfe*. Sept. 7. \$2



Lives and Letters

THE BALLOON BUSTER: Frank Luke of Arizona—The true story of two mad weeks at the front—of the ace who shot down 14 balloons and 4 planes. By *Norman S. Hall*.⁸ July 27. \$2

THE LADY OF THE LIMBERLOST: The Life and Letters of Gene Stratton-Porter, by her daughter, *Jeannette Porter Meehan*. Illustrated.⁹ Aug. 17. \$2.50

"CAP'N GEORGE FRED"—The last of the whalers tells his own story. Aug. 17. \$4

ST. TERESA. The beautiful life story of the Spanish Saint by *Mrs. Cecil Chesterton*. Sept. 7. \$2.50

THE LIFE OF CHARLES DICKENS—The standard life of Forster, with many new discoveries by the Editor, *J. W. T. Ley*. Sept. 21. \$5

LETTERS OF JOSEPH CONRAD TO RICHARD CURLE.

THE LAST TWELVE YEARS OF JOSEPH CONRAD by *Richard Curle*. Here are 150 letters, and the story of Conrad's last years, when Curle was very close to him.

Sept. 28. \$2.50 each or \$5.00 boxed together.

⁵LADY IN MARBLE has real distinction, and a great chance.

⁶Wodehouse's last book was his best seller in years—and it was a book of stories. This one's a novel.

⁷Here's a sure sale of 15,000.

⁸This book may possibly outsell THE SEA-DEVIL.

⁹You should see the letters we've had asking when this book was coming!



Of All Things!

THE THING CALLED LOVE—A delightful anthology of love, culled from every source by *Henry W. Lanier*, Editor of *The Golden Book*.
July 20. \$2.50

A BOOK OF WORDS—Speeches and addresses showing, perhaps more than anywhere else, the real *Rudyard Kipling*.
Sept. 7. \$3

THE OPEN CONSPIRACY—Blueprints for a world revolution by *H. G. Wells*. "This," says the author, "is my religion."¹⁰
Sept. 7. \$2

POLITICIANS AND THE WAR—Revelations of state secrets of 1914—by *Lord Beaverbrook*.
Sept. 14. \$5

SHAPING MEN AND WOMEN—Human essays of life and education by *Stuart Sherman*.
Sept. 14. \$2.50

THE SOUL OF THE BANTU—Fascinating anthropology by *W. C. Willoughby*.
Sept. 14. \$5

OLD IRELAND—Reminiscences of an Irish K. C. by *A. M. Sullivan*.
Sept. 14. \$5

THE SWISS FAMILY O'MALLEY—The sophisticates abroad, by *Frank Ward O'Malley*.
Sept. 21. \$2.50

WHY BE A MUD TURTLE—Stewart Edward White's philosophy for everyone.
Sept. 21. \$2.50

OUR INHERITANCE—Speeches and essays by the Prime Minister of England, *Stanley Baldwin*.
Sept. 21. \$2.50

MOBY DICK by *Herman Melville*, introduction by *A. S. W. Rosenbach*.
Sept. 21. \$3

RETREAT. Poems by *Edmund Blunden*.
Sept. 21. \$1.75

THE HOGARTH ESSAYS—Contributions by *Virginia Woolf*, *E. M. Forster*, *Rose Macaulay*, and others.
Sept. 28. \$3

THE DOCTOR LOOKS AT MARRIAGE AND MEDICINE—*Joseph Collins, M.D.* By the author of the famous series.
Sept. 28. \$3



Headliners Among Later Fall Books

JOHN BROWN'S BODY by *Stephen Vincent Benet*. Oct. 5. \$2.50

RAIDERS OF THE DEEP by *Lowell Thomas*. Oct. 5. \$2.50.

PILGRIMS OF ADVERSITY by *William McFee*. Oct. 5. \$2.50.

AT THE SOUTH GATE by *Grace S. Richmond*. Oct. 12. \$2.00.

MAMBA'S DAUGHTERS by *DuBose Heyward*. Oct. 26. \$2.50.

EXPIATION by "Elizabeth." Nov. 2. \$2.50.

POINT-COUNTER-POINT by *Aldous Huxley*. Nov. 9. \$2.50.

THE WORLD I SAW by *Anne Shannon Monroe*. Nov. 16. \$2.50.


LILY CHRISTINE by *Michael Arlen*. Nov. 16. \$2.50.

¹⁰ This will sell more than any Wells' book since *THE OUTLINE OF HISTORY*.

Doubleday Doran Books

GARDEN CITY, NEW YORK






PEACOCK FEATHERS


plucked from the latest issues of

NOVELS of DISTINCTION


What a grand place the Boardwalk at Atlantic City is for the Peacock to strut! We went to the Booksellers' Convention determined to preserve our modesty at all costs, but wherever we went we heard such nice things said about "those G & D NOVELS OF DISTINCTION"—in the round table sessions, in the Ambassador corridors, in the pool—that had there not been the Guild Question to think about, we really believe the Convention would have been turned into a N of D love feast.



Marion Dodd of Northampton, Mass., had some specially pleasant things to say. She's an honorary Bookselling Fellow, you know,—and a very nice fellow, indeed. Eugene Herr, another Honorary Fellow (Class of 1928), was also most gracious in his remarks. And now for a bit of eavesdropping. We were standing near the screen upon which were displayed several specimens of modern trade book jackets upon which the visitors and delegates were expected to vote as to their (the jackets) eye appeal. After looking over the display, one bookseller said to another: "I wonder why Grosset & Dunlap didn't put up some of their NOVELS OF DISTINCTION wrappers. They would get my vote!" How the dickens can a peacock remain modest under such trying conditions?




Why not banish modesty, anyway, in talking about the lovely edition of Donn Byrne's HANGMAN'S HOUSE, which appears on the June list of NOVELS OF DISTINCTION? Such a beautiful dress to clothe such a beautiful story! A private wager has been chalked up behind the door of the Big Chief's office that as many copies will be sold in the Dollar Edition as in the 75 cent movie edition. The winner will be announced at some future date.




Hugh Walpole's "Wintersmoon" still stands number two in the list of the best selling novels, and we are pleased to report


a fine sale for all of the Walpole titles in the N of D—especially THE DUCHESS OF WREXE, which, as you know, is the first volume in the Trenchard Saga. THE GREEN MIRROR, on the June N of D list, is the second of this admirable series, and we hope in July to have the third, THE YOUNG ENCHANTED, making the entire three novels available to the reading public which has been acclaiming the fourth so lustily.



Harpers, we observe, are comparing their recently announced publication, "In the Wood," to Sylvia Townsend Warner's delightful Book-of-the-Month-Club novel: LOLLY WILLOWES, which adds grace and zest to the June N of D assembly. As for the physical aspect—LOLLY WILLOWES is surely a joy to behold, brought up to the full N of D size.



And now we come to Mary S. Watts' noble story of the backwoods boy who became one of his country's heroes—NATHAN BURKE. There will be some booksellers who will raise their hats that this book has been added to the line. There will be many others who will merely raise their eyebrows. Well, ladies and gentlemen, there she stands! A grand book it is. It's never destined for a sale such as THE PRIVATE LIFE OF HELEN OF TROY is enjoying. But many a book-lover will be happy to know that once more this full-bodied tale is in print.



Little Brown are sounding the drum over Sylvia Thompson's new novel, "The Battle of the Horizons," a book which we believe will have considerable and deserved popularity. This is a good time to push THE HOUNDS OF SPRING forward on your Dollar table, or even perhaps order another copy!

GROSSET & DUNLAP
June, 1928.

“**S**ex stories all of them,” writes Louis Sherwin in The New York Sun, “by a new force in American fiction.” And steady word-of-mouth sales are exhausting the *second printing* of

SHOW CASES

by Jacques Le Clercq

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2. *The Case of* Bedrich Zatloukal, who sang soprano and had a wife and children.
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5. *The Case of* Aristide de Saint-Hemme, who swore like a trooper and looked delicate.
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Order ten copies of this book now. Sell them to ten people. If these sales don't lead to ten more immediately, we'll eat your hat!

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NEW YORK

Just when you need *another* good mystery to help summer sales, here comes a fine one by a master!

THE EMERALD TIGER

By EDGAR JEPSON

(\$2.)

"A thrilling and amusing novel"—*Walter Yust in The Phila. Public Ledger*

"Real action and a thoroughly agreeable story"—*Will Cuppy in The N. Y. Herald-Tribune*

"The light touch of Robert Louis Stevenson is in this thriller"—*The Pittsburgh Sun*

"A Sax Rohmer thriller with a P. G. Wodehouse hero"—*The Macon Telegraph*

"One of those books sure to keep one up all night reading"—*The Boston Globe*

In THE EMERALD TIGER Edgar Jepson has concocted another successful thriller. Monks, murder and mystery in it. You are safe in recommending it. Order now!

MACY-MASIUS

THE VANGUARD PRESS



80 FIFTH AVE.

NEW YORK

Choosing BOOKS THAT SELL

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Illustrations on the jackets of Macaulay books are the work of the country's foremost artists. They are expensive, yes—but we feel their cost is more than offset by the ready, profitable sale they bring merchants selling Macaulay books.

Study the jackets of the books listed on this page. You will recognize one of the reasons why these books rank in the forefront of summer fiction.

MACAULAY
PUBLISHERS — NEW YORK

ABSOLUTION

by

Alberta Stedman Eagan

The poignant story of a wealthy young shipbuilder; his cold, selfish wife; and the loving, generous girl who re-enters his life. Intense, intimate, revealing — Miss Eagan has written an ideal summer book. \$2.

THE SKYSCRAPER MURDER

by *Samuel Spewack*

A modern, blood-curdling, master work of crime, reminiscent of a recent notorious murder. One uninterrupted whirl of mystery, thrills, and suspense to the amazing denouement. \$2.

STIGMA

by *Hugo Ballin*

Three tragic generations, caught in the pitiless toils of an overwhelming hereditary force. "Stigma" is a story of the "sins of the fathers"—a story that for sheer graphic realism, startles and stirs and grips long after the tale is done. \$2.

THE BUS THAT VANISHED

by *Leon Groc*

In the midst of a great city's activities, a bus with seven passengers vanishes. Paris is terrified. Death strikes down those who seek a solution. This fascinating French mystery moves on at a breathless pace—and flings itself into a smashing climax which dwarfs even the mystery of the bus that vanished. \$2.

The Crime Story for July Sales

THE SIX PROUD WALKERS



By FRANCIS BEEDING
AUTHOR OF
THE SEVEN SLEEPERS

Ready July 9. \$2.00. Little, Brown & Company, Boston

READY ON JULY 9TH

THE SIX PROUD WALKERS

By FRANCIS BEEDING

This book is by the author of "The Seven Sleepers" and "The House of Dr. Edwardes." It is better than either!

It may be the best mystery tale that will appear in July, and you can tell your Crime Club customers that!

IT'S A WINNER!

As long as mystery, suspense, thrills are the vogue, give it to them—give them something that will make them gasp, something that will send their friends in for copies—give them "The Six Proud Walkers"!

The story will grip their interest from the start. There is an innocent page or two, and then Beeding plumps the reader into a mystifying encounter with an apparent lunatic. A sudden murder, and then the hero flees for his life. A rescue is effected—but what a rescue! Another escape, replete with suspense, while the reader as well as the hero is at a loss to understand the reason for all this ferocious enmity. A moment to draw breath—and then the reader discovers that all that has gone before forms only a curtain-raiser to a drama that advances at ever-increasing speed, in a whirl of shudder-provoking adventure that keeps him watching—fascinated, almost hypnotized by the author's skill.

The scene is Rome; the time, now. Among the "props" are weird drugs, secret passages, medieval tortures, the vast catacombs that underlie Rome, where the trapped hero wanders frantically—and a fiendishly clever plot on the part of a few individuals to whom a European war means only an opportunity for good fishing in troubled waters.

We shall thoroughly exploit

THE SIX PROUD WALKERS

Order early! \$2.00

LITTLE, BROWN & COMPANY

Publishers, Boston

What the Well Dressed Bookseller is Wearing



A Stick in honor of Old Hickory,
the hero of

Meredith Nicholson's
New Novel

The CAVALIER
of TENNESSEE

July 4th. \$2.50

Bobbs-Merrill

A first novel becomes a
"best seller" in one month!

"Everyone has been talking for years about the epic of married life and hoping that some one would write it. Well, here it is, in one of its phases."—
FANNY BUTCHER
 in the *Chicago Tribune*.



First printing, before publication
 Second printing, before publication
 Publication date, April 5th
 Third printing, April 16th
 Fourth printing, April 28th
 Fifth printing, May 10th
 Sixth printing, May 14th

BAD GIRL

by **VIÑA DELMAR**

\$2.50

HARCOURT, BRACE & COMPANY
 NEW YORK

"Bad Girl" Doubles Sales

In a month showing a perceptible falling off in book sales generally, "Bad Girl" and "The Bridge of San Luis Rey" increase remarkably in demand.

By Frederick W. Childs

WHETHER or not the fact that it was banned in Boston has had anything to do with its popularity we can't say, but for one reason or another "Bad Girl" has doubled its sales for last month and has passed even "The Bridge of San Luis Rey." "The Green Murder Case," last month's leader, has dropped to sixth place.

Although it has not been lately, "The Bridge of San Luis Rey" holds its place, while newer rivals pass it and then fall behind. "The Bridge" increased in demand markedly—and Prize

Ludwig Lewisohn's story of Jewish life, "The Island Within," has been enormously popular in New York—and New York constitutes a very large part of the country's book-buying population. "The Closed Garden" was the Book-of-the-Month selection for May, and is undoubtedly an artistic masterpiece.

General Books

The chief change in fiction being the advent of

field is still open for a real leader.

In these lists ranking is determined by actual count of The Baker & Taylor Company's sales during the period indicated.

The Best Sellers

April 16 to May 14

Fiction

1. Bad Girl, by Vina Delmar. Apr. 5. (Harc.) \$2.50.

2. The Bridge of San Luis Rey, by Thornton Wilder. Nov. 12, '27. (A. & C. Boni) \$2.50.

3. The Plains of Abraham, by James Oliver Curwood. May 11. (D.D.) \$2.00.

4. Wintersmoon, by Hugh Walpole. Feb. 24. (D.D.) \$2.00.

5. Behind That Curtain, by Earl Derr Biggers. May 7. (B.M.) \$2.00.

The Greene Murder Case, by S. S. Van Dine. Mar. 21. (Scrib.) \$2.00.

The Island Within, by Ludwig Lewisohn. Mar. 1. (Harc.) \$2.50.

The Closed Garden, by Julian Green. May 1. (Harc.) \$2.50.

Beauty and the Beast, by Helen Norris. Apr. 6. (D.D.) \$2.00.

Les Misérables, by Marie C. Oemler. (Cent.) \$2.00.

General Books

Interlude, by Eugene O'Neill. Mar. 3. (B.&L.)

Tror, by Alfred A. Knapp. n. 10, '27. (S.&S.)

Praise of Practical Living, by Samuel Butler. Mar. 14. (B.&L.)

Richard E. (Put.) \$3.50.

Well, by J. R. Maurois. Feb. 1. (App.) \$2.00.

6. We, by Charles G. Loring. (Put.) \$2.50.

7. Mother India, by Katherine Mayo. May 26, '27. (Harc.) \$3.75.

8. Napoleon, by Emil Ludwig. Oct. 15, '26. (B.&L.) \$3.00.

9. I've Got Your Number, by Webster & Hopkins. Sept. 9, '27. (Cent.) \$1.00.

10. Tammany Hall, by Morris R. Werner. Apr. 20. (D.D.) \$5.00.

These pages from the latest issue of "The Retail Bookseller" illustrate the remarkable rise of BAD GIRL to first place in fiction. It will be THE summer novel.

Harcourt, Brace and Company

"Behind the fourth mystery months to make sellers. It is a mystery novel of 'the in popularity. Keys to Baldpate since then been getting wider public for humorous and lively mystery stories. We can recommend his books without reserve.

where is the fiction book of 1928? "Interlude," it is true, leads sales, but it has not yet given indications of rivaling in ultimate volume either "Napoleon," "We," or "Trader Horn." "Disraeli" has sold well, but not remarkably well. Indeed, the

Profusely Illustrated • \$2.50 • For Young Folks

CARL SANDBURG'S ABE LINCOLN GROWS UP

Carl Sandburg's "Abraham Lincoln: the Prairie Years" was first published for Lincoln's Birthday, 1926. Since then it has become increasingly evident that the book lives for people of all ages and kinds; but the earlier chapters on Lincoln's own boyhood hold, of course, the greatest interest for boy and girl readers.

This book is made from the first twenty-seven chapters of the original two volume biography. It is fully illustrated by James Daugherty, whose work is distinctive for its re-creation of the strength and hardships of pioneer life.

Here we have Lincoln's babyhood and boyhood at Knob Creek Farm and on Little Pigeon Creek; his games and chores; the things he handles and uses; his life at Gentryville and on the Mississippi; until at nineteen, leaving home to make his fortune at New Salem, "Abe Lincoln grows up."

60 illustrations by JAMES DAUGHERTY.

To Be Published August 23rd



The only edition of ABRAHAM LINCOLN: *The Prairie Years* available this year is the 2 vol., \$10 edition. Over 100,000 copies of this work have already been sold.

HARCOURT, BRACE and COMPANY, NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, JUNE 9, 1928

A New Clientele for Books on Modern Art

The "Artistic Renaissance That Is Sweeping Over the World Today" Is Creating a Demand for Books on Art

Waldon Fawcett

WHEN the Art-in-Trade Expositions began to appear on the mercantile scene, forward-looking members of the booktrade foresaw from the venture that the new interest in art would create new markets for books. Most of these exhibits in various department stores have carried displays of typography and books, to which the publishers or bookstores have contributed. One department store displayed in connection with an exhibit of this kind a collection of modern books from the Cercle Librairie and antique books loaned by the Librairie Ancienne of Paris.

New Customers for the Bookstore

Now the atmosphere has cleared sufficiently to show how the booktrade will reap benefit from what one enthusiast has termed, "the artistic renaissance that is sweeping over the world today." Without minimizing in any degree the service of this art movement to popular appreciation of artistic books, it is apparent that the constructive result for the booktrade is found in the formation of a new group eager for books on art in order that the practical knowledge derived from them may be put to profitable use in everyday means of livelihood. It is art makers rather than art lovers who have suddenly swollen the

demand for books on art, design, color, decoration and all related subjects. As becomes textbook purpose, too, the ambition of the augmented recruits to art is for book ownership rather than reference library facilities.

Art the Keynote of Modern Industry

That a numerous new clientele for books about art has been mustered almost overnight is not surprising when one considers the rapidity of the development of current ideals in American industrial art. Beauty of line and color seem to be the keynotes of modern industry. The appeal to the eye is emphasized even in our most commonplace utilities. This industrial change has been almost wholly a post-war evolution and is directly traceable to the industrial conditions which have come to us a heritage of the World War. In almost every line of manufacture, the return to the normalcy of peace and unfettered international competition found producers with factory capacity far in excess of capacity for consumption. To stimulate sales, to open new markets, to increase per capita consumption, have been the most insistent business problems of the age.

Recourse to art for investing conven-

tional merchandise with fresh or added appeal has been the chief reliance of post-war sales strategy. It has been termed "Styling" in some quarters. Whatever the details of the technique, the latter-day marketing necessities have called for a knowledge of art on the part of a very considerable portion of the population which previously had bestowed upon it only passing notice.

The Designer's Library

Few people who have not been brought into intimate contact with the awakening of art in industry realize how wide is the interest in the subject. Scores of manufacturers, who prior to the war obtained all designs from Europe, have set up their own designing departments. In addition to the hundreds of staff designers employed in these departments, the new-found market is served by hundreds of free-lance designers who, in many instances spend as generously on their libraries as do the business houses that have added art alcoves to their research departments.

Students Do Not Confine Themselves to Textbooks

Art in industry, however, is not the only incentive for art literature. A second channel is to be found in the schools of design which have multiplied and expanded so rapidly during the past decade in response to the opportunities afforded by art in industry. Nor is the call for books in this quarter limited to textbooks and supplementary reading. Just as many of the factories which employ designers are located in towns and smaller cities and must, in consequence, render themselves more or less self-sufficient so many of the schools of design, particularly the "summer schools," are far removed from national and municipal art museums and must depend on books, portfolios, etc. for copying material.

Educating Sales People Thru Books

Continued growth in the United States of the so-called arts and crafts movement, as exemplified in individual handicraft as distinguished from mass production, has created its own reading public. Finally, we have the retail sales people whose vocation is to sell the commodities lately enriched in art appeal and who have risen

to this new responsibility by undertaking study of art history and art expression. Book marketers whose attention has not been attracted may not realize how seriously this study of art for the sake of salesmanship is undertaken. By way of illustration, it may be cited that art institutions in representative American cities, as, for example, the Cleveland Museum of Art, now conduct series of special lectures for groups of sales people from the local stores.

Traveling Art Shows

An even larger audience for books on commercial design and applied art is in prospect as the result of a series of traveling art shows which, beginning in October, will swing over wide circuits in the United States. The General Education Board (Rockefeller Foundation) has made a grant of \$75,000 to the American Federation of Art to defray the expenses of preparing and maintaining, during a period of three years, a series of exhibitions of industrial art to be circulated thru the more important art museums of the country. The American Federation of Art has, for several years past, been circulating to industrial centers loan collections on special subjects, such as the touring display of examples of fine printing. The new type of traveling exhibition is more ambitious, assembling outstanding examples of contemporary European industrial art as well as American specimens calculated to advance the standards of industrial art.

Booksellers' Displays at the Time of the Visiting Art Exhibit

It is expected that the educational program, which begins in the fall will stimulate designers and manufacturers and cultivate a more intelligent and more discriminating interest in art on the part of the general public. While the Eastern cities are taking turns in inspection of an International Exhibition of Ceramics, which will be shown at the Metropolitan Museum of Art for one month and then go as far west as Minneapolis, the Western cities will be visited by an exhibition of decorative industrial art that will begin its tour at Denver. Booksellers in several of the cities to be visited have already planned displays of books on subjects within the range of the exhibitions.

A Bibliography on Modern Art

*A List of Books in English That Treat of the Modern Movement
in Decorative Art and Fine Art*

Compiled by Paul Frankl

This bibliography, since it is made up only of books in English, is very near to being exhaustive. This is surprising when one considers how long a list of this sort would have to be if it included French or German books. A Dutch publisher, it will be noticed, published the book in English, about Frank Lloyd Wright, the American architect who is said by some to have started the whole modern decorative art movement about thirty-five years ago. Mr. Frankl's book, "New Dimensions" is dedicated to Mr. Wright, who was a pupil of Louis Sullivan, the man who in a sense began the modern skyscraper. The bibliography was prepared with the help of Weyhe's Bookshop in New York. The first section, "The Decorative Arts" will be used by Mr. Frankl in his Home Study Course in "Arts and Decoration."

I

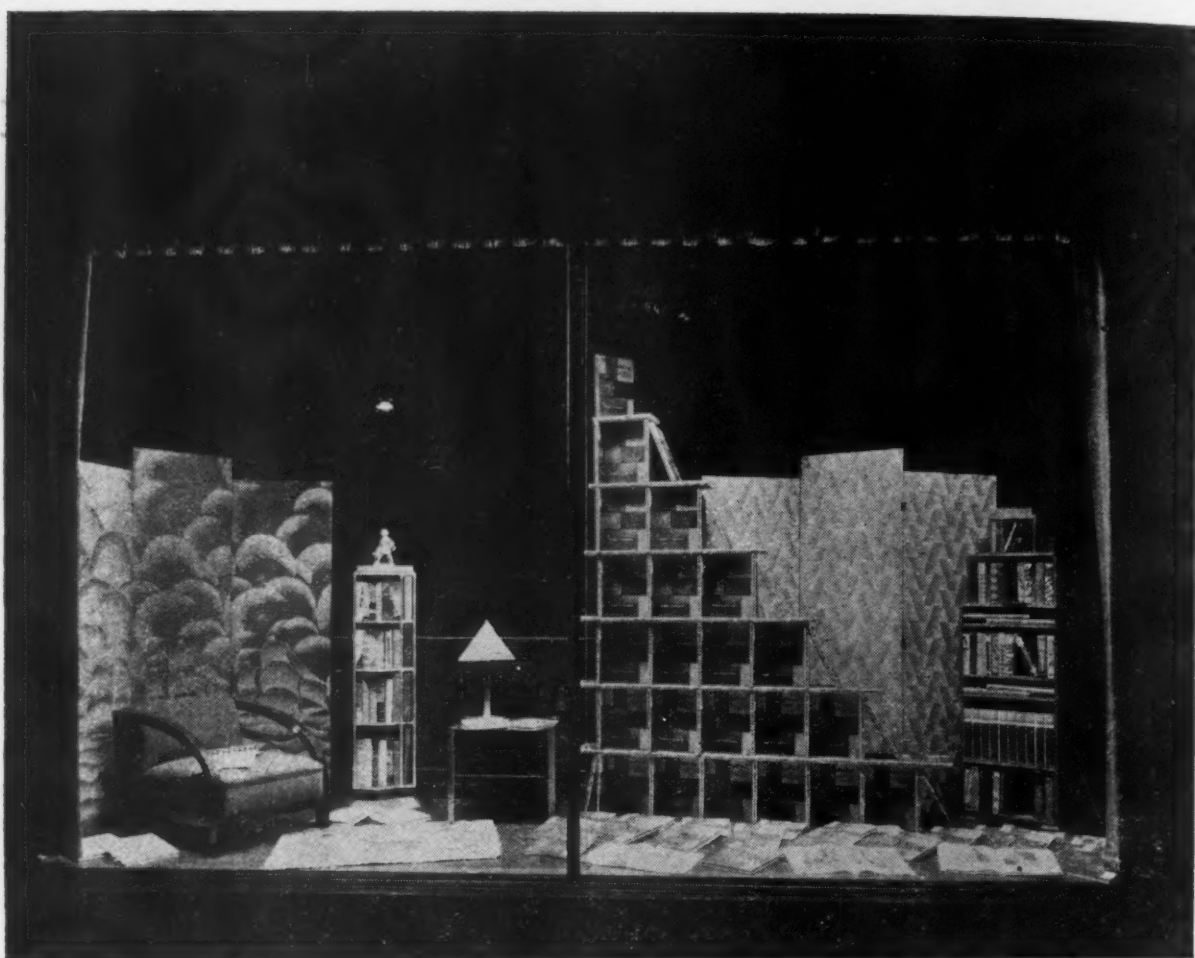
The Decorative Arts

- | | | |
|---|--------------------------------|--------|
| "New Dimensions" by Paul T. Frankl. | Payson & Clarke, Ltd. | \$10 |
| "New Backgrounds for a New Age" by E. Avery Park. | Harcourt, Brace & Co. | \$5 |
| "Decorative Art 1928—Year Book of 'Creative Art'" | A. & C. Boni. | \$3.50 |
| "Sticks & Stones" by Lewis Mumford. | Boni & Liveright. | \$2.50 |
| "Towards a New Architecture" by Le Corbusier. | Payson & Clarke, Ltd. | \$5 |
| "Wendingen: Frank Lloyd Wright." | C. A. Mees, Santpoort, Holland | |

II

The Fine Arts

- | | | |
|---|-----------------------|--------|
| "Vision and Design" by Roger Fry. | Brentano's. | \$2.50 |
| "Transformations" by Roger Fry. | Brentano's. | \$10 |
| "Modern Art," 3 vols. by Julius Meier-Graefe. | Putnam's. | o. p. |
| "A Primer of Modern Art" by Sheldon Cheney. | Boni & Liveright. | \$5 |
| "The A. B. C. of Aesthetics" by Leo Stein. | Boni & Liveright. | \$3 |
| "The Modern Movement in Art" by R. H. Wilenski. | Stokes. | \$5 |
| "Art" by Clive Bell | Stokes. | \$2 |
| "Since Cezanne" by Clive Bell. | Harcourt, Brace & Co. | \$2.50 |
| "Apples and Madonnas" by C. J. Bulliet. | Covici. | \$3.50 |
| "History of Art," Vol. 4: "Modern Art" by Elie Faure. | Harper's. | \$7.50 |
| "Modern Painting" by Willard Huntington Wright. | Dodd, Mead. | \$3.50 |
| "Masters of Modern Art" by Walter Pach. | Viking Press. | \$3.50 |
| "How to See Modern Pictures" by Ralph M. Pearson. | The Dial Press. | \$2.50 |
| "The Art in Painting" by A. M. Barnes. | Harcourt, Brace & Co. | \$6 |



As an example of good display material well used, this photograph of Brentano's window on 47th St., N. Y., during the week of May 25-June 1, is outstanding. The design of the arrangement, the color, which unfortunately cannot be shown in the photograph, the careful suiting of the decoration to the book, "New Dimensions," are all excellent and not beyond the powers of the smallest shop. This window was so successful that it was continued for a second week and resulted in the book displayed being placed on Brentano's list of best-selling non-fiction, as a close second to the best-selling fiction of the week.

"Sculpture of Today," 2 vols., by Kineton Parkes.

Scribner's. Vol. 1, \$8.50; Vol. 2, \$9.50

"American Architecture of Today" by G. H. Edgell.

Scribner's. \$6

"The Autobiography of an Idea" by Louis H. Sullivan.

American Institute of Architects. \$3

III

Individual Artists

"Vincent Van Gogh" by Julius Meier-Graefe.

Payson & Clarke, Ltd. \$3

"Cezanne" by Julius Meier-Graefe.

Scribner's. Ltd. ed. \$22.50

"Degas" by Julius Meier-Graefe.

Benn

"Cezanne" by A. Vollard.

Frank-Maurice Inc. \$3

"Renoir" by A. Vollard.

Knopf. \$3

"Degas" by A. Vollard.

Greenberg. \$3

"Cezanne" by Roger Fry.

Macmillan. \$3.50

Bed Books of the Great

Beverley Nichols

Author of "Are They the Same at Home?"

NOT long ago I was staying with Mr. Somerset Maugham in his French villa—a villa which stands like a box of alabaster against a sky of blue enamel, high above the flat waters of Antibes. One afternoon, to take a short cut to those waters, I walked thru his bedroom onto the terrace. By the side of the bed there stood a table, and on the table were two books. With my usual lack of discretion I examined the books. I have often found that even the best authors are inclined to waft themselves to sleep with a detective story or a trifle by P. G. Wodehouse, and I hoped that I might find even more frivolous matter on the table of Mr. Somerset Maugham. However, I was out of luck. The books were the essays of Cardinal Newman and a collected edition of the shorter works of Dean Swift.

That afternoon, to an accompaniment of the roar of Southern waters, I questioned him as to those two books. And the result of my questioning was the discovery that Maugham reads either some Swift or some Newman most nights of his life, in order to learn "how English should be written." He said to me, "One never learns all that there is to know about writing. Sometimes one feels that a thought—for whatever it is worth—has been perfectly expressed. And then, a year after it has been published, the realization comes that it might have been expressed far better. I myself am always trying to eliminate the unnecessary—to get down to the bare bones of style. That's why I read Swift and Newman—they got nearer to the bones than most other people."

To me such a confession was at once a reproach and an inspiration. My own bed book is Mrs. Gaskell's "Cranford," and as I read it again that night I could find no bones in it at all. Only an exquisite tracing of the wrinkles on a beloved face. But perhaps, after all, that was not so far from Mr. Somerset Maugham's ideal.

I remembered, too, that "Cranford" was one of the favorite bed-books of the late A. C. Benson, for I myself had observed it by the side of his bed in that old and sun-stained room of his at the Master's Lodge at Magdalene. But he, unlike Maugham, suffered no qualms as to his ability to express himself in prose. I have a letter from him written some ten years ago, when I was eighteen, describing, rather sadly, the only difficulty which he did experience. "I think that I have covered as much paper with ink as any man living," he said, "and at last I have reached the stage where I can say with absolute clarity what I mean. The difficulty is to *mean* clearly enough. I can capture any vision I see, but do I always see the vision rightly?" Poor Benson! The clouds, even at that time, were beginning to darken his brain. It was not to be so very long before they closed in upon him altogether.

You must regard these observations more in the nature of a conversation than of an essay—as bed-time chatter, if you will—written with a cigarette to the lips and a glass of port at one's elbow. And since the essence of conversation is variety, I feel no hesitation in taking you to the bedside of a very different character—Mr. Henry Ford. I do not know if McGuffey's Sixth reader is actually at his bed-side, but it is certainly not very far from it, for, even to this day, he can recite to you by heart most of the famous passages in prose and poetry which that admirable compendium contains. And of all his favorites—so, at least, he told me—he numbers first Longfellow's "Psalm of Life"—you remember that good old war-horse—"Tell me not in mournful numbers, Life is but an empty dream."

"That's my creed," said Ford. "I think of that going to bed or getting up in the morning." One can imagine no better creed for a great progressive capitalist. "Life is real, life is earnest . . ." Yes Sir!

And since there can be no wastage under such a system of existence, let us see to it that our bed-books contain as much pep and uplift as can be decently administered within the space of a few precious minutes.

One of the most delightful men who ever lived was the late Vice-Chancellor of Cambridge University—Sir Arthur Shipley—a man with innumerable American friends, as I learnt when I first visited this country in his company. One would expect that the bed-book of so distinguished a scientist would be some learned treatise of the Royal Society—but no. His favorite bed-book was the Nonsense Poetry of Edward Lear. It used to be there, a slim, rather tattered volume, on a table off which the young and delicate little Edward VI had often breakfasted. And the reason that Sir Arthur chose this from among the priceless library of his college was simply that it set the world in its right proportion. He told me once that at the end of the war he had been deeply disturbed by an apparently insoluble problem connected with an amalgamation of certain interests between leading American and English universities. For two nights he had been unable to sleep—unable even to read Lear. On the third night he went to bed, opened Lear and read:—

"There was an old man who said 'Hush!'
I perceive a strange bird in this bush."
When they asked, 'Is it small?'
He replied, 'Not at all,
It is four times as large as the bush!'"

Upon which satisfactory information, Sir Arthur closed the book, and was asleep in five minutes—a smile on his lips.

A bed-book—one imagines—is likely to have a greater effect upon the color of a man's personality than a whole library of day-books. "It's the midnight voice that counts."—so one is told, and those of us, being bachelors, who have no midnight voice—"Thank the Lord," say I—must content ourselves with printed words. And the words echo on, thru dreams, until they become an integral part of one's being. I once went to an early play by that brilliant young English dramatist, Noel Coward. In the middle of the second act I sat up with a start, detecting a flagrant plagiarism. One of the characters had said, "It'll cut her to the quick," to which there came the

reply, "I don't believe she's *got* a quick." And the audience was greatly amused.

Now that remark was taken straight from one of the books of Saki—that inimitable humorist who is at last meeting, in this country, with some of the success he so richly deserves. I could not understand why Coward had so deliberately borrowed another man's idea. The only explanation was that Saki was his bed-book. And later on, when I knew Coward better, I found that this was the case. Every night, as other men might drink a whiskey and soda, Coward refreshed himself with the champagne of Saki's wit. That wit had become so much a part of himself that the plagiarism was entirely unconscious. I mention this story without apology, because Coward is nowadays well able to out-sparkle even Saki himself.

I sometimes think that a clever literary detective might be able to deduce the bed-books of various authors by a careful study of their current works. There must have been several periods in the life of Arnold Bennett when he retired to bed with an evening newspaper, and surely Mr. Michael Arlen must frequently have closed his eyes over the columns of the social gossip-writer. John Masfield told me that when he wrote "Reynard the Fox" his bed-book was Chaucer's "Canterbury Tales." On that principle one would give a great deal to know what he was reading when he wrote "Odtaa." I love a good, whole-hearted nightmare.

The only other bed-books upon which I can speak with authority are those of W. J. Locke. In his bed-room at Cannes you will find well worn copies of "Martin Chuzzlewit" and "Nicholas Nickleby." A good choice, I think, and one that is particularly appropriate to Locke, for he writes, on his own confession, as Dickens must often have written, without any very clear idea of where his plot will lead him, surrendering himself at will to the whims of the characters themselves. He once showed me the manuscript of a novel he was writing. "Here are the first four chapters," he said, "I haven't the faintest idea what the other chapters will be about." To use his own words, "I may begin a quiet domestic novel, and before I know where I am, I am writing a romance of the wild and woolly west."

So one could go on thru a lengthy list. I would be willing to lay heavy odds that Carl Van Vechten has by his bedside at least one of the works of Ronald Firbank—bound, one would imagine, in violet silk, powdered with asphodels. Bernard Shaw, of course, would retire with one of his own works. The only man who puzzles me is

H. G. Wells. He must obviously read an encyclopedia every night, and they are so difficult to balance on the knees.

As for me, I shall stick to "Cranford." And since I shall never grow tired of it, I shall have to choose a wife who is able to go to sleep without minding about such details as electric light.

Macy-Masius Merged With Vanguard Press

ON May 10th another merger in the publishing field took place when the business of Macy-Masius was joined with that of the Vanguard Press. An announcement from the combined firm is to the effect that the joint business will be operated under the joint directorate of Jacob Baker, managing director of the Vanguard Press, and George Macy, president of Macy-Masius. The address will be 80 Fifth Avenue.

All of the assets of both firms are now in the hands of the Vanguard Press, Inc., and the physical details of the business will be carried on in the name of the Vanguard Press. But the lists of books published by both firms will continue to bear the separate imprints of these firms. The announcement therefore indicates that the Vanguard Press will publish a list of general books under the imprint of Macy-Masius and a list of fifty cent books under the old Vanguard imprint.

The firm of Macy-Masius was organized in February of 1926, the first publication being a collection from F. P. A.'s famous column, under the title of "The Conning Tower Book." In the two years of its existence, there appeared under the Macy-Masius imprint, books by Ferenc Molnar, Herbert Asbury, Henry F. Pringle, Mark Van Doren, Edgar Jepson, H. B. Drake, and others. Macy-Masius books, and the display advertising of the house, have both attracted attention for the beauty of their appearance.

The Vanguard Press was organized in the Spring of 1926, with ample funds furnished by The American Fund for

Public Service. The announced policy of this Press was to bring before the working classes of America a series of educational and stimulating books, sold as close to cost as possible. Close to one hundred books have been placed in this series thus far. Many of the books included in the list were titles that could not otherwise find publishers, usually because their contents were radical. The books are printed from new type and plates on good paper, bound in cloth and sold for fifty cents each. The fact that a large market existed for books of this type at this price is shown by the sales statistics, since more than 200,000 of the Vanguard books have been sold in the bookstores by the retail booktrade.

The Macy-Masius list will continue, new authors being added regularly; the books will continue to include all types of fiction and non-fiction, and the attempt will be made to retain their past reputation for beauty. A whole line of reprints will soon be added to the Vanguard series, all Macy-Masius books which have outlived their usefulness at general prices being placed in the low-priced series.

The combination of these two firms will afford the retail booktrade the distribution of a well rounded and unique publishing list. Both Mr. Macy and Mr. Baker are planning to call upon the trade during the course of the summer in order to explain the hopes and ambitions of the new Vanguard Press. C. F. Benoit will continue to handle the sales of the Macy-Masius books on the Pacific coast, and John H. Hopkins and Son will continue to handle the sales of the Vanguard Press.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

June 9, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Rereading

AS the Atlantic City convention passes into memory it is a good time to take out again the convention report and reread from the significant and suggestive addresses.

There are scores of booksellers, for instance, who will do well to reread thoughtfully, in view of their own business for the next six months, the article on buying, by Joseph A. Margolies of Brentano's. The article is full of sound sense and constructive suggestions. There is the suggestion about the buying influence of the staff. "Just what does your staff like to sell?" said Mr. Margolies. "Some clerks can be instructed to sell certain books, but not all; in fact, not many can be instructed. They each have their personal likes and dislikes. The best thing is to let them alone. Let them develop their own clientele."

It is not easy on placing advance orders on a long list of books to get the full value of the suggestions of the clerks, but on the reorders this is simpler, as they not only have by that time formed their own opinions but they have had the comments of customers, comments which can help to throw light on what books will best repay promotion effort.

"I cannot stress enough," said Mr. Margolies again, "the necessity of feeling out

the possibilities of a book before giving a large order. It need not hurt your pride to reorder. Telegraphing is cheaper than overbuying. Reordering is perhaps the healthiest sign of any business. It has a very fine effect on everybody in the store. To buy a big lot of books and build a stack of the volume, a good day's business may take off only a layer or two. If the pile is smaller, taking off four or five copies makes quite a hole and has a fine effect on the clerks. They actually see the books move."

This is sound psychology. There is a sense of movement in the book whose pile is steadily being lowered. Its movement seems to record the popular interest, and the salesmen find it natural to accelerate its pace. In fact, as the pile diminishes their enthusiasm for the book increases.

Who Is Being Educated?

AMONG the many good points brought out at the recent library convention, one that immediately caught the attention of the audience and later of the press was found in an address on adult education by Charles H. Compton, of the St. Louis Public Library. He had been checking up borrower's cards to find out who it was that was reading the books from the libraries' recommended lists, and he tabulated the records on 100 readers of William James, 100 of Carl Sandburg, and 100 of the Greek Classics in translation. "Who were the people," he said, "that I found reading them? First of all, there were very few, if any, of the so-called intellectuals. Not a lawyer on the list of James or Sandburg or the Greek classics, a few doctors, a few ministers. But the bulk came from what we consider the uncultured and certainly the humble occupations."

This may mean that the professional classes were more likely to have purchased their books, but it may well be noted by bookstores that they should try to keep their stores open to people of all types, as no one can forecast from what source demands will come. Possibly the plate glass fronts of our handsomer stores may be found forbidding to some people who want the standard books which every store keeps on its shelves.

The New N. A. B. P. Poster

IN the mail of the current week there is going forward to booksellers from the National Association of Book Publishers one of the most delightful and effective posters that their promotion bureau has ever issued. It will make available for window decoration in bookstores thruout the country the "new dimensions" and color of modern decorative art. No black and white reproduction such as the *Publishers' Weekly* made last week does justice to this interesting poster, designed by the artist who has been making the advertising of Saks Fifth Avenue so effective. The *Publishers' Weekly* is interested to have this sample of poster design going out at the time when it is carrying an article on "A New Clientele For Books on Modern Art" and check-list on the development of modern art by a writer so distinguished as Mr. Frankl.

The "Reading With a Purpose" Series Sells Books

ONE of the important recent projects of the American Library Association has been the development of the now well-known series of brochures called *Reading With a Purpose* which has proceeded already to some forty or fifty numbers, of which 7,600 copies have been distributed. Usually the number of books recommended in each brochure has been from six to eight, thus concentrating the attention of the reader on these titles. In order to test the effect of this propaganda on the distribution of the books, the *Publishers' Weekly* picked one of the best volumes of 1927, "The Founders of the Republic" by Claude G. Bowers and inquired of publishers what the resultant effect on sales has been on the books which were listed. It will be understood that a good many of these books were already in stock or in the libraries, and these comments would only apply to library reorders or direct sales thru bookshops. In the list were two volumes of Houghton Mifflin's famous *American Statesmen Series*, Hosmer's "Samuel Adams" and Gay's "James Madison," and the publishers find that in the last quarter of 1927 the sales of these two increased by about 100 copies each, that is, about twice the number sold in the previous year over

the same period. Lippincott reports that the sale of "The True Patrick Henry" by George Morgan similarly increased by 100%, but do not give exact figures. The Harper book, Woodrow Wilson's "George Washington" was on this list and the publisher reports that "the sale has been helped." Paul Leicester Ford's "The Many-Sided Franklin" was on the list, and the Century Company, its publisher, like two of the others, estimates that the sales were double but without exact figures. Mr. Bowers' own book, "Jefferson and Hamilton" published by Houghton Mifflin was included in the list, but the sales record of that book cannot be connected up directly with this publication.

Revised Guild Plan Almost Ready

THE representatives of the Literary Guild have been in conference with the Board of Trade of the American Booksellers' Association on the revision proposals offered by the Guild, and an announcement of results may be expected in a few days and will be printed in next week's issue of the *Publishers' Weekly*.

The Canadian Number

THE *Publishers' Weekly* of June 23rd, will be a special Canadian issue, made possible by the cooperation of many of the *Weekly's* good friends in Canada. The number will contain articles on publishing, bookselling and bookmaking in Canada, and give the American booktrade, both publishers and retailers, a clearer idea of the state of the book business across the almost indistinguishable border that lies to the north.

It is interesting at this time, also, to note that American libraries are being visited by a delegation of educators and librarians of Mexico whose coming will help to broaden our naturally friendly relations with the neighbor to the south of us.

The Mid-Year Index
to
Publishers' Announcements
is in preparation
for the issue of July 7th

American Library Association Elects Officers

LINDA A. EASTMAN, head of the Cleveland Public Library, was elected President of the American Library Association at its annual meeting held in West Baden, Ind., during the week of May 28th. Miss Eastman succeeded in the Cleveland Library William H. Brett, one of the leaders in the American library movement who had built up the Cleveland organization and laid plans for the new building. This program has been brilliantly carried out by Miss Eastman, and the library has become famous thruout the country for its efficiency in connecting library work with every interest of the community as well as in attracting to it a personnel of the highest calibre. As President of the American Library Association Miss Eastman succeeds Carl B. Roden, Librarian of Chicago, during whose administration the program of the Association has been going rapidly forward. The First Vice President is Malcolm C. Wyer of the Denver Public Library; Second Vice President, Harriet A. Wood, assistant of School Libraries in Minnesota; Treasurer, Matthew S. Dudgeon of the Milwaukee Public Library. The new members of the Executive Council are H. M. Lydenberg of the New York Public Library, and Joseph L. Wheeler of Baltimore. New members of the Council are Edith M. Coulter, Berkeley; Jennie M. Flexner of Louisville; Paul M. Paine, Syracuse; Forest B. Spaulding, Des Moines. The American Association of Law Librarians elected Fred Schenck as President and Alice M. McGee of New Orleans, Secretary. The National Association of State Librarians reelected Henry E. Dunnack of Augusta, President; and Irma A. Watts of Harrisburg, Secretary-Treasurer.

The 1,300 librarians were gathered in the two big hotels of West Baden and French Lick, and a program of great variety and interest was presented thru the five days' session. Official delegates from libraries in Mexico were present and took an interested part in the sessions. The convention voted to have its next session in the southeast section of the country, in Richmond if accommodations proved ample.

Graphic Arts Institute Elects Officers

AT the annual meeting of the American Institute of Graphic Arts on May 23rd Frank A. Altschul of New York was elected president for the ensuing year. Frederic Melcher, retiring from the presidency, was made honorary president. The new directors for three years included Alfred A. Knopf, publisher, Frederick Coykendall of Columbia University Press, and George A. Nelson of the Japan Paper Company. The Regional Vice Presidents include many names well known to the booktrade, such as D. B. Updike of Boston, John Henry Nash of San Francisco, William A. Kittredge of the Lakeside Press, Chicago, Porter Garnett of the Laboratory Press, Pittsburgh, George B. Utley, librarian of the Newberry Library, Chicago, Frederic W. Goudy, type designer, Marlborough, N. Y., Allen Lewis, illustrator, New York. The committees in charge of the various exhibits will be appointed shortly by the new president, and the Fifty Books show, recently opened, will be ready to go on the road after it finishes its New York showing. The exhibits of Commercial Printing, Books and Prints are in more demand than ever.

In the same month was the meeting to celebrate the opening of the Fifty Books Show, which has brought the Institute so close to the interest of publishers and booksellers. The exhibit of this year is simultaneously on display at the Grolier Club and the New York Public Library, and the exhibit of the books of D. B. Updike is in the rooms of the Institute at 65 East Fifty-Sixth Street, the rooms recently decorated for them by Lucien Bernhard. The Institute has had an active year with about 500 members and an increased demand for the traveling exhibits of commercial printing, illustrated books, Fifty Books and fine prints, all of which travel to some 30 or 40 cities each thruout the country. These exhibits, with the lectures and publicity which accompanies them, have been found to be most effective methods for giving the creators of good printing a national audience, and giving collectors and producers an opportunity to see the best work in their home cities.

Studying the Booktrade

The Ad Interim Report of the Joint Committee of the Publishers' Association of Great Britain and Ireland and the Associated Booksellers of Great Britain and Ireland

Part I—(Continued)

THE evidence showed that circularizing by the publishers (especially where the order form is left blank) had the effect of stimulating sales thru the booksellers, and the fact that a small proportion (stated by some publishers to be at the most 5 per cent) of the orders might be sent direct to the publisher made it practicable for him to undertake circularizing on a larger scale, as it helped to cover the cost of postage, which would be borne by the bookseller if he undertook the circularization himself. American experience goes to show that direct mail order business even when solicited direct has the effect of increasing sales thru the booksellers.

The Committee have not been able to ascertain what number of booksellers have classified lists of their customers, but they believe that those who ask for prospectuses probably represent the proportion of those possessing such lists.

There appears to be no generally recognized method of classifying customers. Many booksellers seem to rely entirely on their memories for classification, having apparently no written record. Others have written records classifying by occupation, e.g. clergy, doctors, architects, etc., but ignoring other interests and recreations. Others, again, classify much more thoroly.

Such classified lists of customers are of the utmost value for the effective distribution of prospectuses by booksellers, and their systematic use would go far to reduce the wastage of prospectuses and the danger of annoying a customer by bombarding him with prospectuses of unsuitable books. Some use covering letters when sending out prospectuses; some do not.

The dates at which prospectuses are issued by the publishers may be divided into three categories:

- (i) Before publication of the book they advertise.

- (ii) Simultaneously with the publication of the book.

- (iii) Sufficiently long after publication for quotations from reviews to be included.

Practice appears to vary with the circumstances.

It would seem, however, that excellent as these prospectuses frequently are, so many are issued that few booksellers are in a position to use profitably the greater number of them.

There is, too, the fear on the part of the bookseller that he may in many instances be sending the prospectuses to members of societies and other buyers who have already received them from the publishers, especially when it is quite obvious who are the people likely to be most interested, and a list of them is easily available; such as in cases of books on hunting, agriculture, architecture, medical books, etc.

There is also a danger of overlapping by different booksellers when sending out prospectuses.

Prospectuses of forthcoming books, when giving as much information as is practicable about the contents, do not always mention the date of publication, whereby much confusion and annoyance to customers are often occasioned by the latter overlooking the fact that the notice is a preliminary one.

Bookellers wish that a prospectus should contain a statement that the book can be obtained thru a bookseller, and mention the postage on a single copy.

The present system of distributing prospectuses appears to be distinctly chaotic and wasteful. A reader whose special interests lie in gardening and archæology may receive announcement lists from a dozen publishers which happen to contain only three books which deal with his particular subjects, and he may receive from a publisher

and two booksellers three copies of a prospectus of the same book on archæology. He may never know of the publication of any other new book on his subjects unless he chances to see it in a shop, hear it spoken of by a friend, or happen on a review or advertisement of it in some periodical. On the other hand, there is obviously a limit to the number of prospectuses, circulars, etc., which it is wise to send to any one person.

(d) *Booksellers' Catalogs.*

The usual practice among booksellers is to send to their customers *Books of the Month* or *Current Literature*, or other similar bibliographies which may be obtained with the imprint of the bookseller, and are supplied at a special subscription rate. Some booksellers mark the titles of books which they think will interest their clients. Such lists are designed chiefly for reference, giving author, title, exact size, number of pages, price, and publisher; they are arranged under subject headings, and would be of greater value both to booksellers and to the general public if they were more complete, and if some information were included regarding the aim and scope of the books, as well as an index.

The larger booksellers usually obtain Barnicott and Pearce's annual catalog of books, which may also be had at a special rate with the imprint of the bookseller. This is a work of about 152 pages, arranged under subjects, together with a most useful index. This catalog is designed for reference only, but devotes a few lines of description to some new books. The classification of the subjects needs revision.

It was agreed that a Christmas catalog would be useful, such as "Best Books of the Season" and the Christmas number of "Current Literature." Some individual booksellers compile such a catalog. Some booksellers issue periodically comprehensive catalogs of new and second-hand educational books and duplicated lists of important new books on various subjects.

(e) *Show-Cards and Small Posters.*

These are prepared according to the ideas of the individual publisher, the bookseller being seldom, if ever, consulted. They usually advertise one book or a uniform series of books.

Some are illustrated, in color or black

and white, as well as giving particulars of the book or books advertised. Some have descriptive matter only.

They may be elaborate and designed to form part of a big window display, or quite small and simple. They vary in size from a few inches square to small posters. The most useful sizes are said to be 15 x 10 and 9 x 6 inches.

Show-cards and posters appear to be very little favored—especially in the South of England—now that most books have effective jackets, tho it was reported that they were used more in the North, and are useful for juveniles. The evidence showed that they tend to make the shop untidy, obscure space, and spoil an artistic effect. The use of show-cards and double-crown posters mentioning subjects only, without any reference to special books or series, appears to be very limited; tho their use could in all probability be considerably increased and prove to be valuable propaganda.

(f) *Jackets.*

Jackets considered as publicity fall into three classes.

- (i) The illustrative picture jacket, with a picture in color or black and white, purporting to illustrate the contents of the book.
- (ii) The decorative jacket, decorative without attempting to illustrate the contents of the book.
- (iii) The informative jacket, with only the title, author's name, and with information about the contents ("blurbs").

There are also combinations of these, especially of the decorative and informative.

The colored jacket is considered a very great help indeed in selling a book—especially when it is supplemented by a succinct description of the contents, as is now so frequently and admirably done. To a large extent it performs the functions of a show-card. The jackets are also invaluable in making a display of books infinitely more attractive in the window and shop than it could be made without them. Color would seem to be a much greater and more important factor in life than it has ever been.

For a book of a high literary standard, a "blurb" is more in keeping without a picture, altho, on the other hand, a picture would be likely to bring that book to the no-

tice of a class of reader which does not respond to "blurbs."

The description, or "blurb," especially if confined to a statement of facts, is invaluable both to the bookseller's assistant and to the customer when browsing around a bookshop; and particularly so in the case of novels, for it is exceedingly difficult to judge quickly the scope and plot of these without some such help. But owing to the "blurb" being on the jacket, which is destroyed, and not in the book itself, the value is generally lost in a circulating library.

The overleaf of jackets might be much more effectively used for "blurbs," or brief descriptive summaries—not puffs; they should give book-buyers and booksellers' assistants a short idea of the gist of the book. The price of all books, including juveniles, should appear somewhere on the jacket.

It is the present custom of practically all publishers to supply extra jackets free of charge, and to replace damaged jackets.

(g) *Display of Stock.*

The effectiveness of the display in booksellers' shops depends on the individual bookseller. Small special displays of books on varying subjects are often made to suit the passing occasion. For this purpose, and for display as a whole, the jacket is invaluable for all types of books.

Special displays may be arranged according to firm, when the publications of one firm are shown; by book, when one book is featured; or by subject, the last being an elaboration of the smaller displays referred to above. These special displays are effective, and could be developed by cooperation between the bookseller and the publisher.

It is helpful to have special displays of books of local interest, e.g. when a local cinema shows a film based on a book; books by local authors; or books on the locality, both topographical and fiction.

It is the general practice of booksellers to classify their stock according to subjects to facilitate access to it by customers, and to combine with this arrangement a special display of the latest publications.

(h) *Exhibitions.*

Usually three methods of dealing with exhibitions are followed:

(i) The publishers take the space, each

arranges his own exhibit and takes orders.

Owing to the increase in the number of exhibitions in which publishers are invited to take space, it has been the practice in recent years for publishers to discuss among themselves the question of exhibiting and to arrange whether an exhibition be recommended for general support, whether support should be left to the taste of the individual, or whether general withholding of support should be recommended.

If publishers deal with exhibitions themselves, the booksellers are said not to feel any direct effect.

(ii) The exhibit is run by a cooperative effort of the local booksellers in conjunction with the publishers.

Here the books are arranged according to their subject and not according to their publishers. This arrangement has been found by experience to be appreciated by the public. But such an exhibition gives the bookseller a lot of additional work, and does not bring in any great *immediate* result. It would appear that an exhibition run cooperatively by the booksellers would be very difficult to organize in London.

Nevertheless both methods (i) and (ii) are considered well worth while as general propaganda.

(iii) The National Book Council exhibitions are usually organized in connection with a local "Book Week," in which the public librarians as well as the booktrade take part, and classification here is by subject and not by publisher.

It was stated that a recent exhibition in connection with a "Book Week" brought orders for some time afterwards, and that exhibitions may have great possibilities in selected localities.

(i) *Commercial Circulating Libraries.*

The publicity value of a commercial circulating library run in connection with a bookselling business was considered. In order to gather information on this point from all parts of the country, a list of questions was drawn up and circulated to selected booksellers throughout the United Kingdom.

Of those approached, 25 answered, 16 saying that they had circulating libraries.

One had had one and had given it up, as it did not show sufficient profit.

An analysis of the replies received gives the following results:

Q. "What percentage of circulating library subscribers are also book-buyers?"

16 answers were received. The average percentage was 23. In the case of 6 answers the percentage was over 30, in the case of 8 answers, under 10.

Q. "Do you consider that habitual book-borrowers can be turned into book-buyers?"

19 answered. 9 said "No," 5 said "Yes," and 5 said "Yes, to a small extent."

Q. "Do you think that a circulating library attracts book-buyers, or vice versa?"

20 answered. 7 said "No," 7 said "Yes," and 6 a qualified "Yes."

Q. "What is the value, at selling prices, of the books an average subscriber reads during the year?"

16 answered. The average value was £38. The amounts varied from £10 to £90.

Q. "How does the demand for novels in a library compare with the demand for other books such as memoirs, travels, etc. Give percentage if possible."

14 answered. The average was 82 per cent novels.

Q. "Do borrowers of novels buy other books?"

16 answered. 6 said "No," 6 said "Seldom," 2 said "Yes," 2 said "Yes, at Christmas."

The conclusions that can be drawn seem to be:

(i) That only a comparatively small percentage (23 per cent) of book-borrowers are book-buyers, and that it is problematical to what extent the percentage can be increased; that therefore the habit of book-borrowing is generally not conducive to book-buying.

(ii) That a commercial circulating library does attract buyers; which, in the provinces, is possibly accounted for by special Christmas and gift business, while in London a circulating library is considered by some to attract buyers and directly to

lead to sales, but not necessarily of new copies.

(iii) That in the provinces the average value of books read by a circulating library subscriber is £38 (at selling price), and that 82 per cent of the books so read are novels.

The fact that surplus copies of books from commercial circulating libraries are often put on the market at greatly reduced prices some six months after publication tends to shorten the life of a book and to reduce the value of the copies held by the bookseller.

(j) *Selling Books by Instalments and Canvassing.*

It is usual for selling by instalments to be undertaken by businesses specially organized for this purpose, and not by the publisher direct or the general bookseller.

Some booksellers expressed the view that canvassing agents served a *clientèle* unreached by the bookseller, and sold the type of book which would not as a rule be stocked by the ordinary bookseller, but added that they were always ready to sell by instalments in the case of customers whom they knew. Possibly more might be done in this direction.

(B) METHODS OF REACHING THE TRADE.

(a) *Personal Calls by Travelers.*

The general practice is for the publishers' London travelers to visit their customers constantly, and for the country travelers to cover their districts at regular intervals. An idea put forward that a reformed trade-paper might assist in reducing traveling costs was unfavorably received, for, in order to secure the best results, it is essential that booksellers should see and handle as many new publications as possible. While of great assistance, it is not thought that advertising in trade-papers and circularizing booksellers with prospectuses can ever supersede—al tho they may supplement—a well-informed traveler.

It is considered that it would be more satisfactory, and that larger orders would be obtained, if travelers were better equipped with information and samples of new books than is at present generally the case. It should be remembered that a traveler can and does influence buyers.

Altho there may be real difficulties in this respect, country booksellers do undoubtedly feel that there is room for considerable improvement and that, when the book itself cannot be shown, information as to its standing or value as compared with other well-known books on the same subject, or of the same class, or by the same author, would provide them with a standard by which to judge the new book offered.

The work of the traveler is sometimes assisted by giving booksellers advance copies of books.

According to the evidence of some booksellers, much time and expense would be saved to booksellers and publishers alike if more of the smaller publishers were to avail themselves of the services of the travelers of wholesalers. A large part of a bookseller's time is taken up in interviews with travelers, and travelers are often kept waiting a long time before they can see a bookseller.

The Committee obtained evidence from several booksellers regarding publishers' representatives. The answers to our questions may be classified as follows:

- (i) That on the whole the standard of efficiency is very much better now than in the past.
- (ii) That inadequate information is given by publishers to their representatives about the books they are trying to sell, with the result that representatives' statements are often unintentionally unreliable.
- (iii) That some publishers differentiate unfairly between booksellers, particularly in the number required to obtain the same terms on subscription. This is frequently very hard on the smaller bookseller.
- (iv) That some travelers refrain from showing certain of their books to some of their customers on the wrong assumption that they will not interest them.
- (v) That some travelers cover London in a week, but some seem unable to call upon all the booksellers and exporters in such a limited time.

(b) *Catalogs, Trade Circulars, and Prospectuses thru the Post.*

Publishers frequently send circulars to booksellers, advising new and forthcoming books and series, and the terms on which

they are offered. Such circulars are often accompanied by a prospectus, giving fuller information, and contain an offer to send a supply of such prospectuses on receipt of the bookseller's requirements. These are sent in addition to the regular sending of the publishers' catalogs and announcement lists. In view of the relatively small response (referred to under III [A (c)]) of the majority of booksellers to avail themselves of prospectuses, publishers feel that a very large part of the circularizing to the trade is wasted, but on the other hand that to do full justice to authors and books they must continue to send out notices and offer supplies. The view was expressed that distribution could be better effected in the colonies if more attention were given by publishers to supplying exporters and colonial booksellers with advance information.

(c) *Advertisements in Trade Papers.*

This is done spasmodically, and owing to the lack of method and the fact that there are several journals representing various sections of the trade, it is not surprising that results are considered disappointing.

What has been said about preliminary announcement in the general Press applies with equal force to trade papers.

It was stated by several booksellers that the special seasonal "Announcement" numbers are of little value to them, tho no doubt of use to booksellers overseas, as they contain far too many titles of new books and thus defeat their main object. Until recently there has been no definite method of exploiting publicity in trade papers, such as by carefully arranged announcements of books to be published during a definite period, tho this might, after a time, do away with the necessity for so much circularizing to the trade.

(C) *FORWARDING ORDERS FROM BOOKSELLER TO PUBLISHER.*

In the course of a week in April 1927 one firm of publishers received an average of thirty-six orders per day—each for a single book. Each of these orders meant a separate parcel and booking fee, and could not have been economical either for bookseller or publisher. More intelligent use of the services provided by the wholesalers would obviate such waste.

Instances were also quoted of a textbook in use in a school where the bookseller ordered single copies on several occasions—presumably as each pupil came in and asked for it. A little cooperation with the school authorities would effect a saving.

(a) *Clearing House for Orders.*

This, if instituted, might serve as a postal sorting office to which all booksellers would send their daily orders under one cover; the orders would then be sorted out and collected by the publishers at certain definite hours.

Town booksellers would be able to sort up their mail orders each morning and get them to the clearing house by 10 o'clock; orders received later than first post, orders received by customers calling in, and orders for books published by outside firms could not be dealt with thru the clearing house,

but would have to be collected as at present.

Some country booksellers saw in such a clearing house one additional step between themselves and the publishers, and were afraid of the delay that would at times be caused.

It should be borne in mind that many country booksellers send their orders by halfpenny post, and these are liable to delays in the mail. One postal packet sent by letter post to a sorting office would not be liable to this delay.

On the establishment of such a clearing house the evidence received was all of a more or less critical character, and with this evidence before them the Committee are not in a position to recommend the establishment of such an office. However, it was felt that the whole subject was worthy of further consideration.

(To be continued next week)

In the Bookmarket

ONE of the pet pastimes of bookish America is discovering other people's favorite books. Charles G. Shaw, author of "The Low-Down" published by *Holt*, has presented an interesting list of books of the past year that are winners with celebrities. From it you will learn that H. L. Mencken chose "Men Without Women" by Ernest Hemingway, *Scribner*; Scott Fitzgerald, "The Counterfeiters" by André Gide, *Knopf*; George Luks, "Hawkers and Walkers," by Richardson Wright, *Lippincott*; Lillian Gish "The Magic Mountain" by Thomas Mann, *Knopf*; Ernest Boyd "The Grandmothers" by Glenway Wescott, *Harper*; George Jean Nathan "The Rise of American Civilization" by Charles A. and Mary Beard, *Macmillan*; Hermann Oelrichs, "The World of William Clissold" by H. G. Wells, *Doran*; and Texas Guinan, most graciously, "The Low-Down" by Mr. Shaw. Portraits of all the celebrities in this group are to be found in "The Low-Down." ❀ ❀ ❀

In spite of persistent rumors that *Harper* will eventually publish a book, or books, by Thornton Wilder, Charles Boni points out that Mr. Wilder is under con-

tract to *Albert & Charles Boni* for his next novels. ❀ ❀ ❀

Houghton, Mifflin seems to be developing the ability of its locality. Last fall they published "Children of the Wind" a first novel by Doris Peel, a young girl who had been born in England, educated in Canada and who now lives in Brookline, Massachusetts. Now the same publishers have announced, for summer publication, a first novel, "Old Adam's Likeness" by Lucy Poate Stebbins, a young woman who was born in England, educated in Japan, and is now living in Brookline. In the meantime Miss Peel is hard at work on her second novel which will probably be published in the Spring of 1929. ❀ ❀ ❀

Eighty-five years ago Poe's most famous tale, "The Gold Bug" was published. Some years later Poe revised the story, yet these corrections and additions have never been fully incorporated in any subsequent edition. *Rimington and Hooper* now announce an edition for the first time of the authentic text of this story. Hervey Allen, author of the distinguished Poe biography, "Israfel," has written the foreword to this new edition. Thomas Ollive Mabbott, eminent Poe scholar, has arranged and

supervised the preparation of the text from Poe's own corrected copy, and has brought to light many obscure and interesting facts concerning "The Gold Bug" in his "Notes on the Text." The illustrations include four portraits of Poe with explanatory notes, the two original illustrations for the story; the Gold Bug synthesis and a facsimile of the title-page of the first edition. The edition will be limited to 377 numbered copies ❀ ❀ ❀ Admirers of Beverley Nichols' "25," "Crazy Pavements" and "Are They the Same At Home?" (Doran) will be interested in his article in this issue on "Bed Books of the Great." Mr. Nichols will edit *The American Sketch* beginning October first. ❀ ❀ ❀

It has been announced that the Loubet prize of \$1,000 has been awarded to "American Colonies in the Eighteenth Century," which was published six years after the death of its author, Professor Herbert L. Osgood. The Loubet prize is for the best work printed in the English language on the history, geography, archaeology, ethnology, philology or numismatics of North America. Professor Osgood's book was published by the *Columbia University Press*, publication having been made possible by a substantial donation from Dwight W. Morrow, who was one of Professor Osgood's students in the School of Political Science at Columbia. The second prize of \$400 was awarded to Dr. Herbert J. Spinden, curator of

Mexican archaeology and ethnology at the Peabody Museum, Harvard University, for his "The Reduction of Mayan Dates." Dr. Spinden's book was published by the *Peabody Museum*. ❀ ❀ ❀

Translations of American books into

French are becoming more and more frequent. *Gallimard* has announced that he will publish Cameron Rogers' study of Walt Whitman, "The Magnificent Idler," in his collection of *Hommes Illustres* which contains, among others, André Maurois' "Disraeli." The French have always been interested in the personality of Whitman and were cordial to his verse long before it won a hearing in this country. "The Magnificent Idler" was published over here several seasons ago by *Doubleday, Page*. The *Editions de la Nouvelle Revue Française* has announced that it will publish translations of John Dos Passos's "Manhattan Transfer," *Harper and Bros.*, Isadora Duncan's "My Life," *Boni & Liveright*, George Mere-

dith's "Beauchamp's Career" and a volume of short stories by Ernest Hemingway to be called "Cinquante Mille Dollars." This latter we imagine to be the collection published over here as "Men Without Women," newly titled from its leading story, "Fifty Grand." The same house will also publish a slim volume called "Les Hommes Préfèrent les Blondes" by Anita Loos. And of course translations from the French are not lacking.



Take along a Book on your Vacation—

The above page drawing will open the special vacation book section of Harpers Magazine for July. It is their contribution to the promotion of the "Take Along a Book" movement. In fact, that line will also appear at the top of every page in the Book Section—both advertising and book reviews

Promoting Reading, Whose Job?

Harold A. Wooster

Librarian of the Brockton, Massachusetts, Public Library

IN Ernest Elmo Calkins' new book "Business the Civilizer," we learn that the world is being civilized by business and business, in turn, is being civilized by advertising. It is perhaps interesting, praiseworthy and slightly humorous the way an individual finds the world depending on himself. The preacher knows the world is to be saved by preaching, the teacher knows the future of the world depends on her, the social worker is saving civilization, the bookseller and librarian know they could improve the world, while the advertising man does not mind advertising the dependence of the world on his efforts. It is a very good case Mr. Calkins makes out, one worth reading and one booksellers can conscientiously push.

When it comes to the special chapter on "Selling the Art of Reading" the book world may doubt if the case is fairly and completely stated. At any rate, we know now who is the father of the large book club family and especially that child, Literary Guild. It seems that in 1922 Mr. Calkins wrote this same chapter in *Printers' Ink* which stirred up so much interest that it was "probably responsible for the launching of the book clubs—of the Literary Guild, any way—" of course, some other factors may possibly have entered in.

As an advertising man, Mr. Calkins believes the slogan "a cent a copy to sell the art of reading," a great and revolutionary one. Granting that increased reading would be a great benefit to the nation why should the hard-pressed book publishers pay all of the costs of emphasizing the benefits of reading? Take schools and colleges for example, billions are spent annually for education. One would naturally suppose that the most important course which could be taught here would be the value, importance and necessity of reading. Yet it is a very small fraction of the people pouring thru our schools who

really become readers. We need a slogan here. In nearly every community there is a public library supported by public funds. Certainly the American Library Association and the libraries of the country have an obligation and responsibility in arousing and guiding interest in reading. An obligation, by the way, which in general they realize and are trying to meet. Improvement clubs and organizations of all varieties should stress more the educational and social advantages of reading. More reading is not the concern alone of the book publisher and the advertising man.

There are two points of irritation in the chapter "Selling the Art of Reading." One is the generalization "At present bookstores are as listless, uninviting, and perfunctory as were cigar stores before Whalen took hold and revolutionized the retailing of cigars, cigarettes and tobacco. . . . Why should there be a specialized service for smokers and none for readers?" This softened by a note telling of a "gratifying increase" in good bookstores and a "marked improvement" in publishers' advertising. Bookstores thinking of their best stores will feel insulted. The casual reader may think of the worst examples of bookstores and feel the statement to be true. It is, of course, true and false as all generalizations are, and as unsatisfactory.

It is irritating that the thought of a general promotion of reading interest is considered as an original idea of the author of the book. The work of the National Association of Book Publishers started eight years ago with posters, cuts, pamphlets, lectures, all of the paraphernalia, tricks, devices and ideas of an advertising man in calling attention to the value of books and reading, would seem worthy of at least passing mention as an "effort." "Book Week" has had a scope and influence which would seem to have won the approval even of an advertising man.

It has been successful because conducted by many interests, not the publishers alone. The American Library Association with its "Reading with a Purpose" efforts and its publicity deserves some acknowledgment.

We all can agree that the Art of Reading needs promoting, but those close to the book world know that if the world is to be civilized by books it is not a one man job, it needs more than a slogan, it needs the best contribution of teacher, preacher, publisher, retail salesman, librarian, advertising man of many and varied interests, all working for a common purpose and subordinating selfish interests to the "good of the trade."

Harcourt, Brace American Publishers for the Pegasus Press

HARCOURT, BRACE & COMPANY have become the American publishers for the Pegasus Press of Paris, it was announced this week. Arrangements have recently been completed with J. Holroyd-Reece, managing director of the Pegasus Press who is at present in this country. The first volumes of the Press with the Harcourt, Brace imprint will appear shortly.

The Pegasus Press was established about two years ago for the production of books combining beauty and excellence in the art of bookmaking with contents following a definitely fixed policy. Mr. Holroyd-Reece, who, in addition to managing the press, has translated, among other volumes, Count Hermann Keyserling's "The Travel Diary of a Philosopher," explained that the motive behind the founding of the press was a desire to give scholars data about art not hitherto obtainable, to present the information in a modern scientific form and to continue the old tradition of fine craftsmanship in books.

The most ambitious undertaking of the Pegasus Press so far, Mr. Holroyd-Reece explained, is the "Pantheon Series," intended to be the most comprehensive series of books covering European art ever attempted. The series, which is to total 200 volumes, is to form virtually a history of the development of European culture. Each volume is to be published in from three to five languages and each is to be the work

of a specialist in the field. An investment of about \$2,000,000 will be necessary for the undertaking, according to the publishers. The consulting committee for the undertaking is made up of such widely recognized authorities as Bernard Berenson, Wilhelm von Bode, Arduino Colsanti, Adolph Goldschmidt, Cornelius Hofstede de Groot, Raymond Koechlin, Eric MacLagen, W. R. Valentiner, Adolpho Venturi, Paul Vitry and Heinrich Wolfflin.

Another undertaking of the Pegasus Press, in connection with the history and bibliography of the art of bookmaking, will be the bringing together of important facsimiles and works on printing not previously available. A three-volume history of "The Italian Book" by Tammaro de Marinis and Seymour de Ricci is to be ready next Fall. Another project of the Pegasus Press is that of "The Officina Bodoni," which has obtained from the Italian Government the exclusive right to the types of the famous typographer Bodoni. The Pegasus Press is also publishing a series of volumes devoted to Catalonian art.

Apocrypha Subject to Customs Tax

ACCORDING to the United States Customs Court, the Apocrypha is definitely not a part of the Bible, and is therefore subject to an ad valorem tax when imported into the United States. This decision was recently made in a case brought over two years ago by Lincoln MacVeagh, president of the Dial Press, New York, who sought to recover a 15 per cent ad valorem tax paid on copies of the Apocrypha of the Nonesuch Bible, which he imported in December, 1924.

Altho Bibles of the King James version, and the Douai Bible of the Catholic Church (the latter containing all the books of the Apocrypha on which Mr. MacVeagh had to pay tax) are admitted duty-free, the customs law covering the point makes no provisions for duty-free admittance of *parts* of the Bible when imported. By this interpretation of the law, tax would probably have to be paid on copies of any of the Gospels or other parts of the Bible when bound separately, and imported into this country.

Selling by Convention Exhibits

Many Publishers Have Displays at A. L. A. Gathering

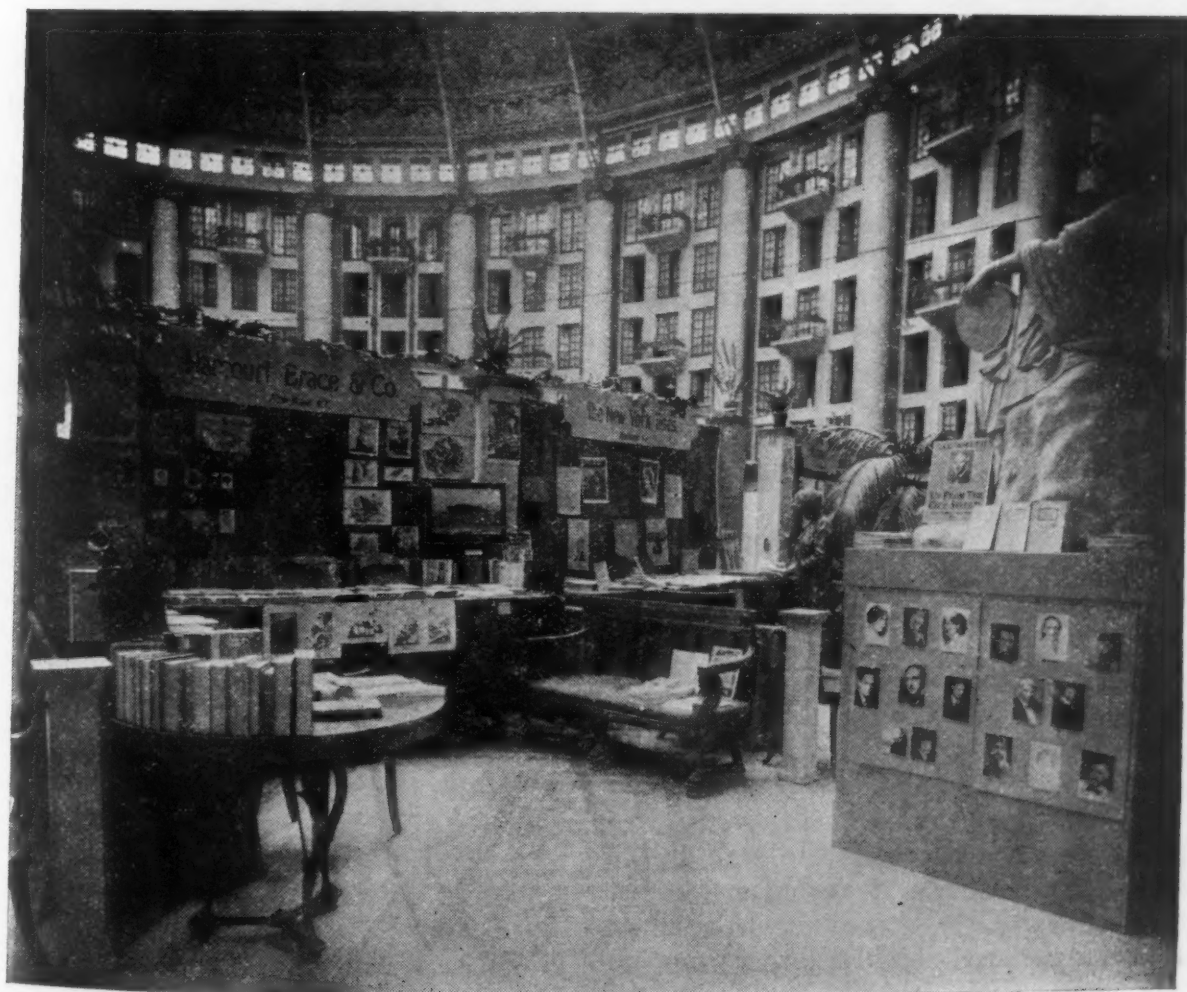
THE general displays of books and other merchandise at the West Baden convention of the American Library Association were so successful, both from the point of view of the exhibitors and the delegates, that it may point to a better understanding of the possibilities of this method of promotion. Twenty-nine publishers sent exhibits to this convention, and there were 23 other booths, including 6 of library supplies, 6 library binders, 3 educational pictures, 2 dealers in remainders, and 6 general library propaganda. The peculiar design of the hotel provided unusually suitable equipment for exhibit purposes. The hotel is a 16-sided building with a central atrium of very large dimensions, a dome roof supported by pillars, 6 stories above the tiled floor. The booths completely surrounded this circle except at the 4 exits, and a second row of booths faced those that touched the wall, leaving an aisle between of about 10 feet. In the day time this great hall was flooded with sunlight, and in the evening it was beautifully lighted.

The publishers brought large supplies of their newest books and advance announcements of new plans, so that the displays would have news value. Macmillan with a double booth had brought a stereomograph which showed pictures of covers and illustrations. There were original illustrations for the new Lindsay volume, "Johnny Appleseed and Other Poems," new covers for the fall books, a photograph of the home office with an invitation to call. Scribner was emphasizing the important new "Dictionary of American Biography" and also the new book on "Bibliography: Practical Enumerative and Historical" by H. B. Van Hoesen and F. K. Walter." They showed dummies of their famous \$2.50 classics and examples of 4-color processes, together with dummies of all their new fall books. Dutton naturally laid especial emphasis on Mukerji's books and Artzybasheff's illustrations, and, when the Newbery Medal was awarded, they

put on sale a beautiful signed edition of "Gay-Neck." Little, Brown & Company's display of Alcott mementoes attracted much attention, with the dressed dolls of the "Little Women." They also emphasized "Books and Bidders" as having recently been placed among the Fifty Books of the Year, and showed all the Hawkes books because he was once the winner of the Newbery Medal. Harcourt had an attractive exhibit, and they found that the authors' photographs attracted a good deal of attention as well as the table of selected books for a high school library, the dummies and the illustrations of the Lincoln book prepared for young people. Doubleday had a fine exhibit with a beautiful new catalog of children's books just ready, illustrations from the new books, and scrap-books that the librarians enjoyed, showing authors and many things in connection with authors' lives and activities. Houghton Mifflin had a large booth and used their literary maps to attract attention. They also showed a wide variety of current and forthcoming books, including illustrations for the new edition of "Pinocchio" and "Davy and the Goblin." Many of their fine books printed in limited form were shown for the librarians' examination. The University of Chicago showed both their books and magazines and had available classified catalogs for every kind of interest. They emphasized their new "Dictionary of Old Scottish Tongues" by W. A. Craigie. Rand, McNally got a colorful background out of their posters by Nancy Smith showing cave dwellers, tree dwellers, etc., and had a full display of their children's books. Knopf made a background of their books and then showed dummies of most of their important new books. The librarians were also interested in their specimens of binding cloth. Winston emphasized their new "Encyclopaedic Dictionary" and their children's books, and B. Westerman & Company of New York brought a very fine collection of imported books, especially of art and decoration.



To the West Baden Conference of the American Library Association many publishers sent large exhibits. Houghton Mifflin's, in charge of Mary R. Walsh, was colorful with maps



The huge domed rotunda of the West Baden Springs Hotel was circled with displays. That of Harcourt, Brace & Co. was in charge of Elizabeth Bevier and John D. Chase

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

25 East 10th Street, New York City

OF course, our attention turned at once to the plan of the *BookShopping* advertising campaign. The convention left three things for us to do.

- 1—Get booksellers' cooperation.
- 2—Get publishers' cooperation.
- 3—Get a committee that will
 - (a) give the booksellers confidence in its selections, and,
 - (b) be composed of sufficiently well-known persons.

Work has been started on all three and progress may be reported. Harry Hansen, Literary editor of the *New York World*, has joined Joseph Margolies of Brentano's on the Committee. He brings to it well-rounded experience as critic and an extra-trade viewpoint. With these two men as a nucleus it is obvious that the committee will be composed of persons who answer all of the trade and public requirements. The others, who will be added to the list within a very short time, will be of the same high calibre.

Booksellers are responding to the June *Bulletin* by ordering the *BookSelection* and agreeing to pay for each book in advance. Publishers have requested information as to the steps to be taken in submitting books. A general letter to all publishers was sent out this week.

For those who are not informed of the plan, the following are submitted:

1. *BookSelection*.—A book chosen for each month by a Committee from manuscripts and proofs submitted by the publishers some months in advance. The book will be selected for its literary value and its saleability.

2. *BookShopping*.—An act which gives pleasure to the doer but the real joy of which is overlooked by too many people.

3. Advertising Campaign.—An effort to direct the attention of a larger group to the idea. This is something that the A. B. A. is trying to accomplish with the

4. Advertising Fund.—A sum of money which will be acquired by the A. B. A.

thru the purchase of the monthly *BookSelection* from the publisher at a discount higher than that given to

5. Cooperating Booksellers.—A. B. A. members who will take a definite number of each of the books selected and who will each month in advance of receiving those books send the

6. Money.—A necessity used to pay publishers and periodicals in which the advertising appears. As the A. B. A. has no capital to devote to this project, and, as it appears unwise to form a corporation, the booksellers are asked to pay charges in advance that will help meet the

7. Advertising.—Statements that will be made stressing the following points.

- (a) Everyone ought to read *and own* books.
- (b) *BookShopping* is a habit that should be cultivated.
- (c) Everyone should know at least one bookseller (member of the A. B. A.)
- (d) The *BookSelection* is a good book, and everyone ought to go to a book-store to see it.
- (e) If anyone wants to receive an automatic service the bookseller is now in a position to give it.

8. Material.—Window easels, store signs, an A. B. A. sign so that each shop will be identified with the advertising, mats for advertising and other ad helps that are to be furnished to members who give their

9. Cooperation.—A concerted effort on the part of all booksellers to put over this plan in order to receive the following

10. Benefits.—Increased interest in the bookstores on the parts of

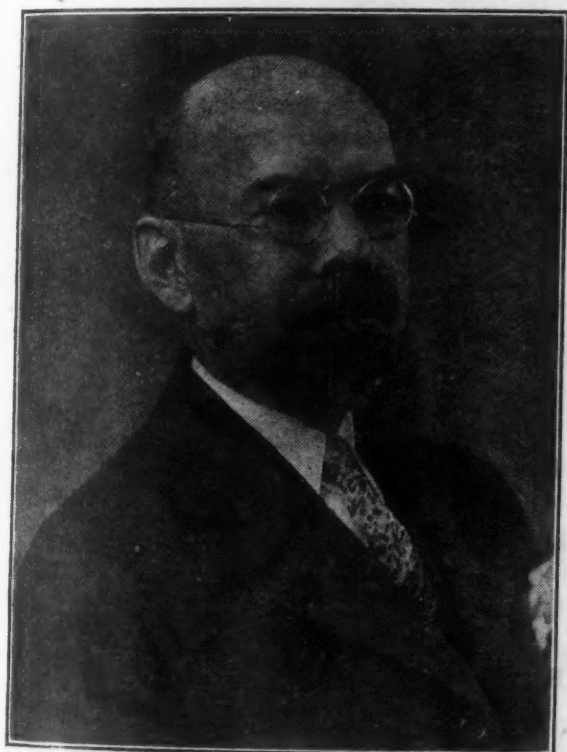
- (a) spasmodic customers
- (b) book club customers
- (c) non-book-buyers

Booksellers, work together on this. It is practical, practicable and will build business.

P. S. The A. B. A. requests that no news stories be released until permission is granted by the executive office.

Willa Cather Honored by Columbia

WILLA CATHER, author of "Death Comes for the Archbishop," "The Lost Lady," "One of Ours," "My Antonia" and other books, was honored by Columbia University on Tuesday of this week with the honorary Degree of Doctor of Letters. In conferring the degree President Nicholas Murray Butler spoke of Miss Cather as possessing a style of rare and charming beauty, and as alike accurate and profound in insight into human nature. Miss Cather won the Pulitzer Prize in 1922.



Charles H. Ayers

Obituary

CHARLES H. AYERS

CHARLES H. AYERS, Manager of the Book Department of the *American News Company*, died on May 31st after an illness of many months. He began as a clerk in that department in 1891 and steadily rose until 1922, when he became Manager on the retirement of James A. Hassell.

Mr. Ayers was a man of tireless energy and few men in the trade equaled him in knowledge of books and their selling possibilities. In his intercourse with men he was honorable and straightforward and

implicit reliance could be placed upon his word and promises. His happy and genial disposition made personal friends of almost all with whom he came in personal contact. He is survived by his wife and two daughters.

Retail Trade in April

DISTRIBUTION of merchandise at retail declined in April and was in smaller volume than in April of last year. Sales of department stores reporting to the Federal reserve system averaged about 8 per cent smaller than in April of last year and those of mail order houses were 3.5 per cent smaller. Sales of chain stores in several lines of trade were also below those of last year. Smaller sales in April, as compared with a year ago, were due in part to the fact that five Sundays in April of this year, as compared with four a year ago, resulted in one less business day and to the earlier date of Easter. April of this year also contained only four Saturdays, which is the busiest day in department stores, as compared with five last year. When allowance is made for the influence of these factors, the volume of trade of department stores was still slightly smaller than in April, 1927, while sales of mail order houses and chain stores in several lines were somewhat larger.

Changes in Price

C. N. CASPAR COMPANY, MILWAUKEE, WIS. The price of all the Stillwell books announced by Caspar has been advanced from \$1.00 to \$2.00.

Personal Note

GUY HOLT, of the John Day Co., is convalescing at Mount Sinai Hospital following an operation for appendicitis on May 24th.

Business Note

NEW YORK CITY—On June 1st Maurice Inman, Inc., moved from 117 West 46th Street to more commodious and better located premises at 71 West 45th Street. The offices are on the top floor and large bow windows make it an excellent place to display the Fine Bindings, Rare Books, Standard Sets, etc.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Aldrich, Thomas Bailey

The story of a bad boy; il. by Edwin John Prittie. 261p. il. (pt. col.) O (Children's bkshelf) [c.'28] Phil., Winston \$1.25

Allen, Nellie Burnham

Europe. 434p. il. maps (pt. col.) D (Geographical and industrial studies) [c.'28] Bost., Ginn \$1

Arnold, Edwin Lester

The wonderful adventures of Phra the Phoenician. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.

Arnold, Matthew

Essays and poems of Arnold; introd. by Frederick William Roe. 510p. S [c.'28] N. Y., Harcourt \$1.40

Atwood, William Henry, and Heiss, Elwood D.

Educational biology. 480p. (bibls.) il., diagrs. O (Text bks. in science for normal schools and teachers' colleges) [c.'28] Phil., Blakiston \$2.75

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

Overheard. 240p. D (Popular copyrights) [c.'26] N. Y., Grosset 75 c.

Baker-Crothers, Hayes

Virginia and the French and Indian War. 188p. (7p. bibl.) D [c.'28] Chic., Univ. of Chic. Press \$2

The author is professor of history in the University of Maryland.

Balyeat, Ray Morton, M.D.

Hay-fever and asthma: their cause, prevention and treatment; 2nd ed. rev. and enl. 310p. il. diagrs. (pt. col.) O '28 c.'26, '28 Phil., F. A. Davis \$3.50

Barbour, Mildred

A suitor too many. 280p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.
An almost-forgotten war romance threatens the happiness of the newly married Wares.

Barker, Ernest

The study of political science and its relation to cognate studies. 50p. D '28 [N. Y., Macmillan] pap. 90 c.

Barry, Charles, pseud.

The smaller penny. 269p. D c. N. Y., Dutton \$2

A penny is the only clue in this murder mystery.

Barton, Olive Roberts

Story riddles in rime and prose. 234p. il. D [c.'28] Chic., Rand, McNally 95 c.

Beach, Rex Ellingwood

Padlocked. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.

Bedford-Jones, Henry [John Wycliffe, pseud.]

Saint Michael's gold. various p. D (Copyright fiction) '28 N. Y., Burt 75 c.

Abbot, Willis J.

Mussolini tells why he prefers Fascism to Parliamentarism for Italy. 13p. D (Italian Historical Soc. pamphlet, no. 2) [n.d.] [N. Y., Italian Historical Soc., 113 W. 42nd St.] pap. 5 c.

Arendt, Morton

Storage batteries. 290p. il. O '28 N. Y., Van Nostrand \$4.50

Baldwin, Maud Junkin, comp.

Serving the Heavenly Father; memory work. 15p. O [c.'28] Phil., United Lutheran Pub'n House pap. 10 c.

Stories of Jesus; memory work. 16p. O [c.'28]

Phil., United Lutheran Pub'n House pap. 10 c.

Beckwith, Bp. C. M.

The church school in the Book of common prayer; grade 3, The book of common prayer. 125p. O c. [Montgomery, Ala., Paragon Press] pap. 50 c.
What is the matter with the church? 30p. O [n.d.] [Montgomery, Ala., Paragon Press] pap. 25 c.

Bomberger, C. M.

The battle of Bushy Run; the most decisive victory in all history gained by the white man over the American Indian. 64p. il., maps, diagrs. O c. Jeannette, Pa., Jeannette Pub. Co. fab. \$2

- Benét, Stephen Vincent**
Spanish bayonet. 268p. D (Popular copy-
rights) [c.'26] N. Y. [Grosset] 75 c.
- Biggers, Earl Derr**
Fifty candles [and The agony column]. 351p.
D (Popular copyrights), [c.'16,'26] N. Y.,
Grosset 75 c.
- Blake, William**
Book of Thel [lim. ed.]. no p. il. (col.) Q
'28 N. Y., Payson & Clarke \$3.50
Songs of innocence; il. by Jacynth Parsons;
preface by W. B. Yeats. 53p. il. (pt. col.) O
[c.'27] Bost., Medici Soc. \$3.50
Blake's poems of childhood beautifully illustrated
by a sixteen year old artist.
- Brand, Max**
The blue jay. various p. D (Copyright
fiction) '28 N. Y., Burt 75 c.
- Brookman, Laura Lou**
Playmate. 341p. D (Popular copyrights)
[c.'27,'28] N. Y., Grosset 75 c.
Gerry Harris was a "good time girl," who sought
men only as playmates.
- Brown, L. S., and others**
What feather. 205p. O [c.'28] Syracuse,
N. Y., Pendragon Press, 303 University Pl. \$2
Essays, poems, sketches, and short stories, in
varied mood and occasionally experimental style
by four instructors in English at Syracuse Uni-
versity. The other three are Arthur E. Du Bois,
Edward N. Hooker, and Macklin C. Thomas.
- Buttrick, George A., D.D.**
The parables of Jesus. 304p. (bibl. foot-
notes) D c. Garden City, N. Y., Doubleday,
Doran \$2.50
Interpretations by the Minister of the Madison
Avenue Presbyterian Church, New York City.
- Bye, Raymond Taylor, and Hewett, William
Wallace**
Applied economics. 746p. (bibls.) diagrs.
O '28 N. Y., Knopf \$3.75
- Byrne, Donn**
Hangman's house. 479p. il. D (Novels of
distinction) [c.'25,'26] N. Y., Grosset \$1
- Cajori, Florian**
Mathematics in liberal education; a critical
examination of the judgments of prominent
men of the ages. 169p. (bibl. footnotes) D
[c.'28] Bost., Christopher Pub. House \$1.50
- Castillo, Carlos, and Watson, Jane Coulson**
Spanish tales and fables; with direct
method exercises and annotations. 214p. il.
D [c.'28] N. Y., Holt \$1.20
- Caswell, Albert Edward**
An outline of physics. 787p. il. diagrs. O
c. N. Y., Macmillan \$4.25
- Chancellor, John Walter**
Through the visograph. 202p. D [c.'28]
Bost., Christopher Pub. House \$2
A story of explorers who found an instrument
which enabled them to see the life of past ages.
- Chapman, Rev. Michael Andrew**
Peregrinus Gasolinus; wandering notes on
the liturgy. 243p. D '28 N. Y., F. Pustet
Co. \$2
- Chappell, Clovis Gillham**
Christ and the new woman 117p. D c.
Nashville, Tenn., Cokesbury Press \$1.25
- Chatfield-Taylor, H. C.**
Goldoni; Molière; 2 v. [new ed.]. various p.
il. O '28 c.'06,'13 N. Y., Duffield
set \$8 b'xd.
- Clark, Lillian**
I belong to God; great truths in simple
stories for children and the lovers of children.
142p. il. O c. N. Y., Longmans bds. \$1.50
- Clarke, Covington**
For valor. 264p. diagrs. D [c.'28] Chic.,
Reilly & Lee \$1.50
The story of a boy's adventures as a member of
the Royal Flying Corps during the war.
- Confessions of a negro preacher.** 297p. D c.
Chic., Canterbury Press \$2
The autobiography of a colored clergyman of
Chicago.
- Coolidge, Dane**
Under the sun. 300p. D (Popular copy-
rights) [c.'26] N. Y. [Grosset] 75 c.
- Core, Donald, M.D.**
Examination of the central nervous system.
258p. il. D '28 N. Y., Wm. Wood \$3.50
- Daniel, John Franklin**
The elasmobranch fishes [2nd ed.]. 343p.
(bibls.) il. (pt. col.), diagrs. (pt. col.) Q '28,
c.'22,'28 Berkeley, Cal., Univ. of Cal. Press
\$5.50
- Dryden, John**
King Arthur, or, The British worthy; a
dramatick opera, as performed at the New
Theatre, Cambridge [Eng.], 14-18 February,
1928, with the alterations adapted by Henry
Purcell. 94p. S '28 [N. Y., Macmillan]
pap. 75 c.
- Bonaventure, St.**
Holiness of life; tr. by Laurence Costello; ed. by
Fr. Wilfrid; 2nd ed. 143p. O '28 St. Louis, Mo.,
B. Herder \$1
- Brown, C. W.**
Automatic telephony simplified. 176p. (bibl.) il.,
diagrs. D '28 N. Y., Pitman \$1.75
- Brown, Willard Dayton**
A history of the Reformed Church in America.
140p. (bibl.) il. D [c.'28] N. Y., B'd of Pub'n and
Bible School Work, 25 E. 22nd St. \$1.25; pap., 65 c.
- Buswell, James O.**
Problems in the life of prayer. 128p. S '28 Chic.,
Bibl. Inst. Colportage Ass'n 75c.; pap., 25c.
- Bushnell, David J., jr.**
Drawings by John Webber of natives of the north-
west coast of America, 1778. 12p. il. O (Smith-
sonian misc. coll., v. 80, no. 10) '28 Wash., D. C.,
Smithsonian Inst. pap. 25 c.
- Cooper, Lane, and Gudeman, Alfred**
A bibliography of the Poetics of Aristotle. 204p.
O (Cornell studies in Eng., v. 11) c. New Haven,
Conn., Yale pap. \$2
- Countiss, Carolyn**
Hat making simplified. 336p. il., diagrs. (pt. col.)
O c. Chic., B. W. Cooke Co., 1924 Sunnyside Ave.
\$3
- Pattern making simplified.** 140p. il., diagrs. O
[c.'28] Chic., B. W. Cooke Co., 1924 Sunnyside Ave.
\$2

Ehrenberg, Richard

Capital and finance in the age of the Renaissance; a study of the Fuggers and their connections; tr. by H. M. Lucas. 390p. (bibl. footnotes) O [n.d.] N. Y., Harcourt \$4.50

Esdaile, Arundell James Kennedy

The sources of English literature; a guide for students. 137p. D (Sandars lectures 1926) '28 [N. Y.] Macmillan \$2.40
A study of bibliography in England.

Etherton, Lieut.-Col. Percy Thomas, and Tiltman, H. Hessel

The Pacific; a forecast. 273p. (bibl. footnotes) il. O c. Bost., Little, Brown \$3
A former British government official in China, warns us of conditions in the countries of the Pacific.

Fabian, Warner, pseud.

Unforbidden fruit. 319p. D [c.'28] N. Y., Liveright \$2
A story of the American college girl, by the author of "Flaming Youth."

Farnol, Jeffery

Famous prize fights; or, Epics of "The fancy." 272p. il. O c. Bost., Little, Brown \$3
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Fletcher, Joseph Smith

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Forbes, Rosita Torr [Mrs. Arthur Thomas McGrath]

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Dale, Mrs. Harvey

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Dana, John Cotton

Modern American library economy as illustrated by the Newark, N. J., Free Public Library; the picture collection; 3rd ed., rev. by Marcelle Frebault. 83p. (2p. bibl.) il., diagrs. O (Amer. lib. economy ser.) '28 N. Y., H. W. Wilson pap. 90 c.

Douglass, H. Paul

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Eighth Yearbook of the League of Nations; record of 1927. 188p. (bibl. footnotes) D (World Peace Found. pamphlets, v. 11, no. 2) '28 Bost., World Peace Found. \$1.25

Emmanuel, Sister M.

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Forbes, F. A.

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A detailed account of Mayor Walker's visit to European cities in the late summer of 1927.

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This volume with two others, also listed, are the latest additions to this series of travel books, illustrated in photogravure.

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Remy de Gourmont; selections from all his works; ed. and tr. by Richard Aldington; 2 v. 697p. (4p. bibl.) il. O c. Chic., P. Covici \$10 bxd.

Gross, Milt

Dunt esk!! il. by the author. 235p. D (Popular copyrights) [c.'26, '27] N. Y., Grosset 75 c.

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Wayside cheer [verse]. 87p. front. por. D [c.'28] Bost., Christopher Pub. House \$1.50

Horn, Alfred Aloysius, pseud.

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Trader Horn recalls the experiences of his ancestors in this tale of rural England, Africa and America. There is a foreword by William McFee.

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Dudley Nichols. 248p. S [c.'21,'28] N. Y.,
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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

A SLENDER volume most happily conceived and admirably produced comes out this month with the imprint of the John Barnard Associates of Cambridge, a group of Harvard booklovers brought into organization thru the inspiration of Dr. George Parker Winship of the College Library and perpetuating the name of a Seventeenth Century benefactor of the library. Their interests are those of a publishing book club and their first publication (outside of their roster which is included in this year's 50 Book Show) is this volume prepared by Kenneth B. Murdock, called "A Leaf of Grass from Shady Hill, with a review of Walt Whitman's Leaves of Grass," written by Charles Eliot Norton. In that extended title lies an unexpected glimpse of American literary history.

In spite of the expressed opinions of Emerson, Thoreau and Burroughs, there is a generally accepted supposition that

New England was a unit in opposition to the new poet from Brooklyn, Walt Whitman, yet it was 28-year-old Charles Eliot Norton, it is now discovered, who wrote the extended review of the first edition of "Leaves of Grass" in *Putnam's Monthly* of September 1855, and who was inspired to write a poem in the Whitman vein now exhumed from the Norton papers.

These two items are now reprinted in a format pleasantly suggestive of the period and with a delightful introduction by Professor Kenneth Murdock, son of Harold Murdock the director of the Harvard University Press, and himself the author of a recent distinguished book on Increase Mather.

Some copies of this volume are to be available for others than club members at \$7.50, thru the clerk of the John Barnard Associates, Treasure Room, Harvard College Library.

SOME years ago the late Henry E. Huntington purchased at the sale of the collection of S. S. Christie-Miller, of London, the truly unique copy of *New Mexico. Otherwise, The Voiage of Anthony of Espejo*, published in London in 1587. This is the English translation of the account of the journey by Antonio de Espejo to New Mexico and Arizona in 1583, during which he visited and described the Pueblo Indian tribes.

The excessive rarity of the little book was shown by the eager bidding at the sale, which reached the sum of \$15,000 before Mr. Huntington acquired it. The book has now been privately reprinted on Italian handmade paper in an edition of two hundred copies for Mr. F. W. Hodge of the Museum of the American Indian, New York City, permission to do so having been accorded by Mr. Huntington before his death. The original is now in the Henry E. Huntington Library and Art Gallery at San Marino, California.

SIR JAMES KNOWLES' collection of Tennyson, sold at Sotheby's in London last month, contained an important series of "trial" editions, some of which are unrecorded, and included: "The Holy Grail," circa 1869, without a title-page, with autograph signature of the author, and with numerous corrections and variations, £200; another, 1869, also with numerous corrections and additions, £115; another, £50; "Idylls of the King," 1869, £64; another, £42; proof sheets of "Idylls of the King," dated from October 23 to December 2, 1872, with various corrections in the author's hand, £75; "The Last Tournament," and "Gareth and Lynette," 1868 and 1872, together, £100; a series of three consecutive issues of a "trial" edition of the same, 1871, £62; and a copy of these three sold separately, £25, £36, £38. The autograph manuscripts included "England and America in 1782," 1¼ pages, signed, published in the *New York Ledger*, January 6, 1872, £105; "Flower in the Cran-nied Wall," one page, £17; "The Last Tournament," 34 pages, with many variations, some passages being entirely rewritten, £650; "To the Mourners," January 14, 1892, written on the death of the Duke of Clarence and published in *The Nineteenth Century*, May, 1877, £50.

ALTHO the auction season in this country has closed, important sales will be held in London for a month more, at least. On June 18 and the three following days, books, manuscripts, autograph letters and historical documents, the property of the late Clement K. Shorter, the Earl of Abingdon, and others, will be sold at Sotheby's. The rarer items in these selections from the libraries of well-known collectors includes a good copy of the First Folio of Shakespeare, the Third Folio, first issue, two fine copies of the Fourth Folio, Mrs. Siddons's copy of Shakespeare's plays marked for her Shakespearean readings, and the Ashbourne portrait of Shakespeare. There are interesting presentation and association copies of Burns, Tennyson, Lewis Carroll, Conrad, Kipling, Dickens, Hardy, and other famous English authors. The autographic material includes a letter by Mrs. Gwinnett, wife of Button Gwinnett, an important manuscript of Gissing, drawings by Thackeray, military plans of operations in America in 1777, a superb collection of relics of David Garrick, and many letters and documents of historical interest, American and English.

A LOST section of a medieval manuscript by Gonzalo de Berceo, the earliest known Castilian poet, has been discovered by Professor C. Carroll Marden, of Princeton, who has just returned from Spain, where, under a grant from the American Council of Learned Societies, he has been doing research work. On a trip to Spain in 1925 Professor Marden discovered a manuscript of this poet. Study disclosed that a section had been detached. Last month he made a systematic search for the missing part in the Province of Logrono, in Northern Spain, from which Berceo came. In the mountain village of Santo Domingo de la Calzada he located the missing part of the manuscript among papers in the hands of an administrator of the estate of a local family. He purchased the manuscript and has been able to produce the work in its entirety which will be published by the Spanish Academy.

JOHN C. ECKEL, the bibliographer of Dickens, has undertaken to answer the question, "What constitutes a perfect copy of 'Pickwick'?" Edgar H. Wells & Co.,

will print his answer in a book under the title "Prime Pickwicks in Parts." A. Edward Newton will write a foreword. It is believed that a complete census of great copies has been obtained which will be interesting information for the Dickens collectors to have. For the first time a complete collation of every advertisement is given. In addition, the validity of the plates has been established, and quite as important, the textual necessities have been collected and commented on. The book will be signed by Mr. Newton and the author, and the edition limited to 440 copies, 400 of which will be for sale, 150 being the allotment for England.

GEORGE F. PARKER, one of President Cleveland's closest friends, well-known journalist, United States consul to Birmingham during Cleveland's second term, who died in this city last week was an old-fashioned book lover and collector. Theoretically he bought his books for use but he frankly admitted that he never expected to read but a small part of those that he purchased. He liked the right edition in a fine binding but could not quite approve of the high prices which many modern first editions have been bringing. While in England as consul he and a friend went shopping together. Mr. Parker bought a first edition of Dickens's "Pickwick Papers" in a full levant binding and took pride for many years in owning the volume. His friend bought a copy of the same edition in the original parts, paying about the same price that he did. Some years ago the copy in original wrappers began to advance rapidly in value and soon was worth several times as much as the bound copy. Mr. Parker said "I always liked the fine binding but it never seemed quite right that my friend should have come out so much ahead in our book hunt. He watched the increase in value of his "Pickwick" and every time a new record was made I promptly received a newspaper or catalog clipping, and the frequency with which I received them finally became a bit monotonous."

THE sale of the four parts of the stock of the George D. Smith Book Company, Inc., sold in liquidation last month brought \$52,519. The last part contained

a portion of the working bibliography of this famous bookshop. A set of the "American Book Prices Current," 33 volumes, brought \$160; an extensive collection of auction catalogs, comprising the Anderson Galleries, the American Art Association, Stan V. Henkels, together with a large number of booksellers' catalogs, \$160; A "Check List of the Library of Henry E. Huntington," \$34; the "Catalog of the Wrenn Library," 5 vols., 1920, \$180.

THE ROSENBACH COMPANY have purchased the residence at 15 East 51st Street, across the street from St. Patrick's Cathedral, and alterations and installation of new fire proof vaults will soon be underway. The purchase of the building gives them a six story elevator building on a lot 25 by 100 feet, between Fifth and Madison Avenue. Removal from 273 Madison Avenue will begin just as soon as alterations will permit.

Catalogs Received

- Americana**, chiefly from the library of the DeVinne Press. (No. 10; Items 789.) Argosy Book Store, 45 Fourth Avenue, New York City.
- Autographs**. (No. 51; Items 750.) John Heise, 410 Onondaga Bank Bldg, Syracuse, N. Y.
- Autographs, books, pamphlets etc. relating to America**. (No. 54.) J. E. Spannuth 521 Harrison St., Pottsville, Pa.
- Californiana**. Bret-Mark Book Mart, 2079 Sutter St., San Francisco, Cal.
- English literature to the end of the eighteenth century**. (No. 308; Items 1132.) W. Heffer & Sons, Ltd., Cambridge, England.
- English verse of the sixteenth, seventeenth and eighteenth centuries**. (No. 253; Items 285.) Messrs. Ellis, 29 Bond St., London, W. 1, England.
- First editions and other books of interest to collectors**. (No. 13; Items 230.) Rogers Book Shop, Inc., 622 West Sixth St., Los Angeles, Cal.
- Fine Americana, American authors, first editions, Charles Dickens, Samuel Johnson, astronomy and miscellaneous subjects**. Pegasus Bookshop, Inc., 31 East 60th St., New York City.
- General reading books, English literature**. Walter M. Hill, 25 East Washington St., Chicago, Ill.
- Law books—American series of annotated reports**. Bancroft-Whitney Co., San Francisco, Cal.
- Modern first editions, autographs, incunabula, art books, etc.** Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Cal.
- Musikbibliothek, Dr. Werner Wolffheim**. (Items 772.) Martin Breslauer & Leo Liepmannsohn, Berlin W. 8, Germany.
- New second-hand, and rare books**. A. J. Huston, 92 Exchange St., Portland, Me. (No. 954; Items 131.)
- Nineteenth and twentieth century English and American writers in first editions**. Ernest Dressel North, 587 Fifth Ave., New York City.
- Philosophy and thought**. (No. 954; Items 131.) James Tregaskis & Son, 66, Great Russell St., W. C. 1, London, England.
- Original leaves from rare books and manuscripts**. (Items 102.) The Foliophiles, Inc., 32 West 58th St., New York City.
- Rare books, first editions and interesting examples of modern typography**. (No. 25; Items 315.) Harry Stone, 24 East 58th St., New York City.

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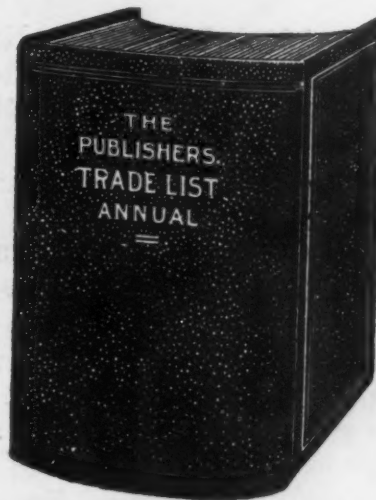
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